



Rx WIRE

A weekly service from
Pharmaceutical Strategies Group.

November 3, 2016

Creating opportunity for our clients with an exclusive focus on pharmacy solutions.

Get ready for more drug ads: Facebook is making a bid for pharma dollars

STAT - November 1



Facebook wants a much bigger cut of the billions that pharma companies spend every year on advertising.

[READ MORE](#)

Look out, Valeant, Horizon, et al.: Payers, patients target pricey meds that combo cheap generics

FiercePharma - October 31



It's been a tried-and-true tactic for drugmakers for years: Take an aging drug and combine it with another aging drug, and voila!

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SUMMARY OF TOP ARTICLES

These pricey cholesterol drugs aren't selling. And that has the biotech industry sweating

STAT - October 28

It looked like a surefire way to make billions.



Why treating diabetes keeps getting more expensive

Washington Post - October 31

At first, the researchers who discovered insulin agonized about whether to patent the drug at all.

Americans Fed Up With Soaring Drug Prices: HealthDay/Harris Poll

HealthDay News - October 27

Americans are dismayed by sharp hikes in pharmaceutical prices, with more and more declaring their support for price caps on prescription drugs, according to the latest *HealthDay/Harris Poll*.

Insurer: No more prior auths for opioid addiction meds

Managed Healthcare Executive - October 28

Cigna is ending its prior authorization policy for medication-assisted treatment (MAT) for opioid use disorder.

In a first, U.S. trial to test Cuban lung-cancer vaccine

Washington Post - October 27

The Food and Drug Administration has approved the first clinical trial to test a Cuban drug in the United States — a lung-cancer vaccine developed in Havana.

Backlash Against Drug Prices Hits Manufacturers and Middlemen

Wall Street Journal - October 28

The drug industry is showing signs it is slowing the pace of price increases after years of hefty hikes, alarming shareholders worried that pressure from politicians, consumers and employers will continue to stifle pricing power.

Insurers to CMS, Congress: For Lower Rx Costs, Hand Us the Reins

MedPage Today - October 28

Congress and the administration can help rein in rising drug costs through a few key regulatory and legal fixes, said insurers and pharmacists at AHIP's National Conference on Medicare, Medicaid and Duals on Tuesday.

Have a kid with migraines? Sugar pills work as well as drugs

Associated Press - October 27

Sugar pills worked as well at preventing kids' migraines as two commonly used headache medicines, but had fewer side effects, in a study that may lead doctors to rethink how they treat a common ailment in children and teens.

Raising 'good' cholesterol doesn't protect against heart disease after all, study finds

STAT - October 31

"Good" cholesterol might be in for a name change.

Why your Medicare drug costs are going up

Miami Herald - October 26

Hold on to your wallets, Medicare drug plan participants. With Medicare open enrollment running through Dec. 7,

PBM Customer Satisfaction Report



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seniors are in for a financial shock.

FDA NEWS

FDA approves new changes to testosterone labeling regarding the risks associated with abuse and dependence of testosterone and other anabolic androgenic steroids (AAS)

FDA - October 25

The U.S. Food and Drug Administration (FDA) approved class-wide labeling changes for all prescription testosterone products, adding a new Warning and updating the Abuse and Dependence section to include new safety information from published literature and case reports regarding the risks associated with abuse and dependence of testosterone and other AAS.

FDA highlights liver safety issues in Cempra drug review

Reuters - November 2

Cempra Inc's experimental drug to treat community-acquired pneumonia, the kind recently suffered by presidential candidate Hillary Clinton, causes a potentially concerning rise in liver enzymes, according to a preliminary review by the U.S. Food and Drug Administration.

FDA Approves Zinplava for Preventing Return of *C. difficile* infection

Medscape - October 24

The US Food and Drug Administration (FDA) has approved bezlotoxumab injection (*Zinplava*, Merck) to reduce the recurrence of *Clostridium difficile* infection (CDI) in patients aged 18 years or older, the manufacturer announced last Friday.



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