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VEPACHEDU EDUCATIONAL FOUNDATION

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IP and Industry News

Chief Editor: Dr. Sreenivasarao Vepachedu, Esq
Editor: Miss Krishna Claudia Vepachedu

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Pharmaceutical Industry

PHARMACEUTICAL INDUSTRY

Sovaldi is a potent drug by itself and can be used as part of an all-oral single-pill combination that would cure hepatitis C patients without interferon and ribavirin. Analysts have speculated that such a pill could cost \$100,000 per patient. Other companies are developing their own all oral hep C combos. AbbVie and Enanta are in the lead, followed by Merck, and Bristol-Myers Squibb.

Most new drugs struggle to reach \$1 billion in annual sales. Sovaldi is now expected to bring in \$1.5 billion in its first quarter. Sovaldi's launch will almost certainly be the best in pharma's history. It could top \$5 billion this year, and could unseat Lipitor, the now-generic heart drug, as the best-selling medicine, in dollar terms, of all time. Lipitor was a \$12 billion drug. The Congressmen note that that money could come disproportionately from low-income, minority patients, including those on the Medicaid drug program funded by the federal government and the states.

Profits in the drug industry are based as much on price increases of existing drugs as on introducing new ones. Consider that between 2006 and 2009, U.S. dollar sales of Viagra increased 21% even as the number of prescriptions actually written fell 13%. The industry's constant price increases can make even

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a drug that is becoming less popular into a sales gainer. It was estimated that 145% of U.S. Pharma sales growth in the five years ending in 2011 was due to increases in price.

<http://www.forbes.com/sites/matthewherper/2014/03/24/one-of-pharmas-biggest-enemies-goes-after-the-futures-best-selling-drug/>

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Om! Asatoma Sadgamaya, Tamasoma Jyotirgamaya, Mrityorma Amritamgamaya, Om Shantih, Shantih, Shantih!

(Aum! Lead the world from wrong path to the right path, from ignorance to knowledge, from mortality to immortality, and peace!)

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