

# **APRIL-12 REFORMS – New Incentive System Pierces The Ice - GP's Turn Soft Towards Generics!**

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## **Abstracts**

Early signs of increased generic penetration are visible by the results of a survey conducted by Nihon Chouzai (leading drug chain in Japan), which suggests that 25% of Rx received from general practitioners (GP's) contained generic names. From April, 2012, a two-point premium for prescribing generic name was introduced amongst several other regulatory changes and we expect the revised incentive system for GPs will have ~similar magnitude of impact on other pharmacies also and companies dealing in GP's business will be the greatest beneficiaries. However, on the other hand it will still take time for generics to penetrate hospitals due to their 'in-house' policies and 'companies' account' system at their pharmacies.

## Contents

### COMPANIES MENTIONED

TOWA, SAWAI, NIPPON CHEMIPHAR, NICHI-IKO

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