

CHUGAI - Hefty Price Cut on Actemra Owing to Exceeding Projected Sales - Slightly Negative!

<https://marketpublishers.com/r/C3AB2D4EF14EN.html>

Date: March 2012

Pages: 3

Price: US\$ 90.00 (Single User License)

ID: C3AB2D4EF14EN

Abstracts

MHLW's new price cut listing that indicates Actemra will face ~25% price cut from April 2012. While this will increase Actemra's penetration, the net impact is expected to be slightly negative. Apart from this, the overall impact of price cuts on Chugai is expected to be at par with industry i.e. ~6%.

The reason for this high price cut is due to higher than anticipated sales of Actemra than what Chugai had anticipated at the time of Actemra's filing for RA (¥50b in 2018) – a regulatory requirement and one of the key basis on which Japanese companies negotiate NIH price of new drugs. Actemra has been very successful in RA since its launch in Japan in 2008 and remains a key growth driver for Chugai.

Contents

COMPANIES MENTIONED

CHUGAI

I would like to order

Product name: CHUGAI - Hefty Price Cut on Actemra Owing to Exceeding Projected Sales - Slightly Negative!

Product link: <https://marketpublishers.com/r/C3AB2D4EF14EN.html>

Price: US\$ 90.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C3AB2D4EF14EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

