

Session: *Pharmaceutical Trends, Issues and Outlook*

Monday, September 14, 2009, 10:15 am – 11:30 am

Doug Long

Vice President, Industry Relations, IMS Health

Program Objectives:

At the conclusion of this session the participant will be able to:

- Identify pharmaceutical trends specific to the supermarket pharmacy sector.
- Describe how forecasting can predict market shifts.
- Explain how the utilization of generic drugs has evolved.
- Examine the future of the supermarket pharmacy industry.

Self-Assessment Questions:

1. The 2009 US market dollar growth forecast calls for:
 - a. Higher growth than 2008
 - b. Lower growth than 2008
2. Of the following segments, which has the lowest current dollar growth?
 - a. Brands
 - b. Generics
 - c. Biotech
3. True or False. Generic erosion happens faster when the brands patent expires.
4. Which factors are influencing the current pharmaceutical market?
 - a. Generics
 - b. Biotech and Specialty
 - c. Medicare Part D
 - d. Safety issues
 - e. None of the above
 - f. All of the above
5. True or False. Supermarket pharmacy is trending better than the retail pharmacy market.

Answers: 1. a 2. a 3. True 4. f 5. False