

New Trend for Generic Products (2)

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Recently, new medical systems have been introduced to improve Japanese medical care systems. The Diagnosis Procedure Combination (DCP) system has been advanced, a medical cost reduction plan developed, and substitution of branded by generic medicines has started. Although generic products were promoted politically in Japan, their adoption on the Japanese market is still inferior to that in Europe and the USA. Generic products have gradually become more prominent in Japanese clinical practice, being actively chosen by patients, doctors, or pharmacists. In companies developing original branded products, the Product Life Cycle Management (PLCM) strategy has also been accelerated, partly because the developments of new medicines was slow, but also to increase protection against generic products. As a result, such innovations as orally disintegrating tablets and premixed-type bag injections, products with increased benefits and safety features, are more rapidly available on the market. As a response to this accelerated PLCM strategy of branded products, value-added generic products have been produced, giving patients the opportunity to acquiring the merits of the branded products at a lower price. These new trends have significantly increased the range of medicines available for patients, doctors, or pharmacists while the movement of personnel from companies producing branded products to generic manufacturers spreads the knowledge base, and thereby accelerates the fusion of branded and generic products.