

# PIAT NEWSLETTER

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## Arrival of Lucy Hunt

Lucy Hunt arrived in PIAT at the end of December 2010 as a direct replacement for Nick Clarke. She previously worked in the Manchester Business School where she was involved in administration of their MBA programmes worldwide. She has an interesting academic background, having a degree in Criminology, and has wide experience of travelling and living abroad.

## Janet Anderson's Retirement



To many students and tutors Janet **was** PIAT, for 14 years from 1996. She worked with three administrators, initially Dr Mike Spring, followed by Dr John Fell until 2006. During her time at PIAT she oversaw a quintupling of student numbers from an initial 40 per year, and during the last four years was involved in the dramatic expansion of new programmes in Clinical trials, Pharmaceutical microbiology, Toxicology and Pharmaceutical business and licensing.

All students will remember Janet as friendly and efficient, who put on a particularly impressive show on



## PIAT Welcomes Wendy

Wendy Williamson has been appointed administrator in PIAT at the beginning of April this year after a variety of administrative roles in higher education, both at this university and Liverpool John Moores. She is a graduate of History specialising in south east Asian Studies.

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## PHARM-IND

PIAT is a partner in an EU grant application to assess competencies and outcomes required for education of future and present employees of the pharmaceutical industry. GSK is one of the industrial collaborators and the Vrije Universiteit of Brussels one of the academic partners. The outcome is expected in October.

## PIAT Graduands— Certificate and MSc July 2011

**Grant Harrison**

*Certificate PMAT*

**Lewis Lawn**

*Certificate PIAT*

**Rachel Todd**

*Certificate PMAT*



***Congratulations!***

### PIAT Newsletters Archive

This Newsletter is the sixth in 3 years. All of these are archived at the PIAT web site, and report not just current events, but record epochs such as both the arrival and departure of Nick Clarke, and the planning, writing and final accreditation of the 4 new programmes.

### Module Format

After deliberating for a number of years we have decided to make pdfs of individual modules, and offer these instead of the paper versions. There will be no compulsion to take the new format.

### MSc in Modelling and Simulation in Pharmacokinetics and Pharmacodynamics

Professor Amin Rostami has moved from the Department of Pharmacology, University of Sheffield, to the School, and has also transferred his MSc course, which is taught intensively over a three week period in January. It is technically feasible to take modules in this, alongside PIAT modules.

### Mark Lynham's PIAT Experience

The PIAT MSc was the perfect way for me to return to formal study while working fulltime. The modules were self-explanatory and prepared me well for exams. Furthermore, completing assignments for each module encouraged me to look outside the provided course material in a way that allowed me to focus on elements that were of personal relevance. I especially enjoyed working on my dissertation; it was a chance for me to develop composition skills and to apply what I had learnt to a topic of my own choosing.

The modular nature of the PIAT course and the fact that it is distance-taught fitted in perfectly with my personal life. During the course, I changed companies and subsequently moved countries without any problems.

Since completing the PIAT program, I've stepped from the pharmaceutical industry to work as for a

### New PIAT External Examiner

Professor David Jones from the School of Pharmacy, Queen's University, Belfast has replaced Professor Rob Forbes from the University of Bradford.



He leads the Biomaterials Programme within the Drug Delivery and Biomaterials Group. His research interests are centred on the design, synthesis, formulation and characterisation of advanced medical devices and implantable/topical drug delivery systems. His work involves close liaison with the pharmaceutical and medical device industries and clinicians. Funding for this research has been obtained from industrial, government and charitable sources and is in excess of £10 million. Prof. Jones is a former winner of the Eli Lilly Award and the British Pharmaceutical Conference Science Medal, and editor of the Journal of Pharmacy & Pharmacology.

## MedicinesComplete

The third version of MedicinesComplete was launched at the end of September 2009. Launched in 2004, MedicinesComplete is an online drug information subscription service from the Pharmaceutical Press. The current version has an improved positioning of precision search limits, which allows users to locate relevant documents and passages quickly, and it provides online access to a range of drug and healthcare references. Its integrated search scans all the products and brings together information from a number of sources, including

- the Pharmaceutical Press
- the Royal Pharmaceutical Society
- American Pharmacists Association
- British Medical Association
- the Medicines and Healthcare products Regulatory Agency
- Merck and the American Society of Health-System Pharmacists

Users can also search on a particular disease or particular publication within the site. It provides:

Over 30,000 drug, poison, interaction and herbal monographs

The latest advice on prescribing, dispensing and administering drugs and medicines

Up-to-date guidance on disease treatments, disease management and therapeutics

The latest advice on analysing, formulating and preparing drugs, medicines and other pharmaceutical products

Over 100,000 references to original research, scientific papers, reports and case studies

The following publications and drug references are incorporated in the MedicinesComplete version available in the University library:

British National Formulary  
BNF for Children  
Clarke's Analysis of Drugs and Poisons  
Dietary Supplements  
Herbal Medicines  
Martindale: The Complete Drug Reference  
Pharmaceutical Excipients  
Stockley's Drug Interactions  
Stockley's Drug Interaction Alerts  
The Merck Index

Users can use the cross-publication search function to search results from all publications in a single screen, thus determining which publications contain results best suited to their needs. The improved positioning of precision search limits, such as adverse effects, precautions, interactions and disease treatment reviews, allows users to locate relevant documents and passages quickly.

In many publications, the references included in MedicinesComplete are "open URL compatible", which allows users direct online access to a reference text. This enhances research productivity since information is accessible from the same search session.

The combined databases of Medicines-Complete are useful to a wide range of academics and healthcare professionals, as well as related companies and organisations (eg, pharmacists, pharmacologists, toxicologists, analytical chemists, pharmaceutical companies, drug information centres, doctors, nurses, academics, researchers, etc). There are now subscribers to MedicinesComplete in over 70 countries worldwide, with the majority subscribed to 'Martindale: the complete drug reference'

## Pharmaceutical Companies Minimum Gross Margins and the Generalist Challenge in Business Development and Licensing

25 years ago Business Development and Licensing (BD&L) was not a well established discipline; it was a pre-retirement home for aged executives such as sales and marketing managers and scientists. There were no training or formal qualifications required as there was no real business need for BD&L because of the success of internal R&D and the lower regulatory hurdles that existed then. Turn the clock forward to today and the attrition rate of new molecules is much higher, R&D productivity has declined and generics are now a major competitor. This combined with the emergence of biotechnology companies and the need for life cycle management has led many pharmaceutical companies to search for and bring in-house other companies' products. In 2006 estimates were published showing that over 65% of the sales of Abbott, BMS, J&J, Pfizer and Schering Plough were from in-licensed or acquired products. This explosion in in-license and acquisition activity has meant that pharmaceutical companies have had to develop their BD&L functions. The days when major companies had a handful of executives to undertake this activity has long gone. Major multinationals and some mid-cap pharmaceutical companies now have teams of over 100 executives. Different structures for BD&L have been tried ranging from BD&L teams with their own specialist functions such as medical to the 'silo' approach consisting of three teams: search and evaluation; negotiation of the transaction; and alliance management.

According to a recent workshop undertaken by the Pharmaceutical Licensing Group (PLG), the professional association of Business Development and Licensing (BD&L) executives in the pharmaceutical and biotech industry ([www.plg-uk.com](http://www.plg-uk.com)), 60% of the pharmaceutical companies marketing branded speciality products and 50% of generic companies indicated that they have minimum gross margin (or maximum cost of goods plus royalty) guidelines. When asked what the minimums were for a prescription speciality product the most frequent response was 60% to 70% (see chart below). This is the situation in Europe but it is known that in the US the minimum gross margins are generally higher.

Of course a biotech company may be aware of the big pharma companies minimum margin guidelines but they may not be as aware of some of the other terms that big pharma companies seek to include in the licensing agreements to protection their margins in case of future price reductions. These include capping supply prices or sharing price reductions when the biotech company is a supplier or asking the biotech company to reduce royalty rates if the big pharma company minimum gross margin is breached. According to the survey, 60% of the companies had proposed or received these terms and of those, 60% to 70% had accepted!

