

THE COST OF NEW MEDICINES PERCEPTIONS



Fourth National Medicines Forum
May 16th, 2016

Professor Ciarán Meegan
Head of Pharmacy Services
Mater Misericordiae University Hospital

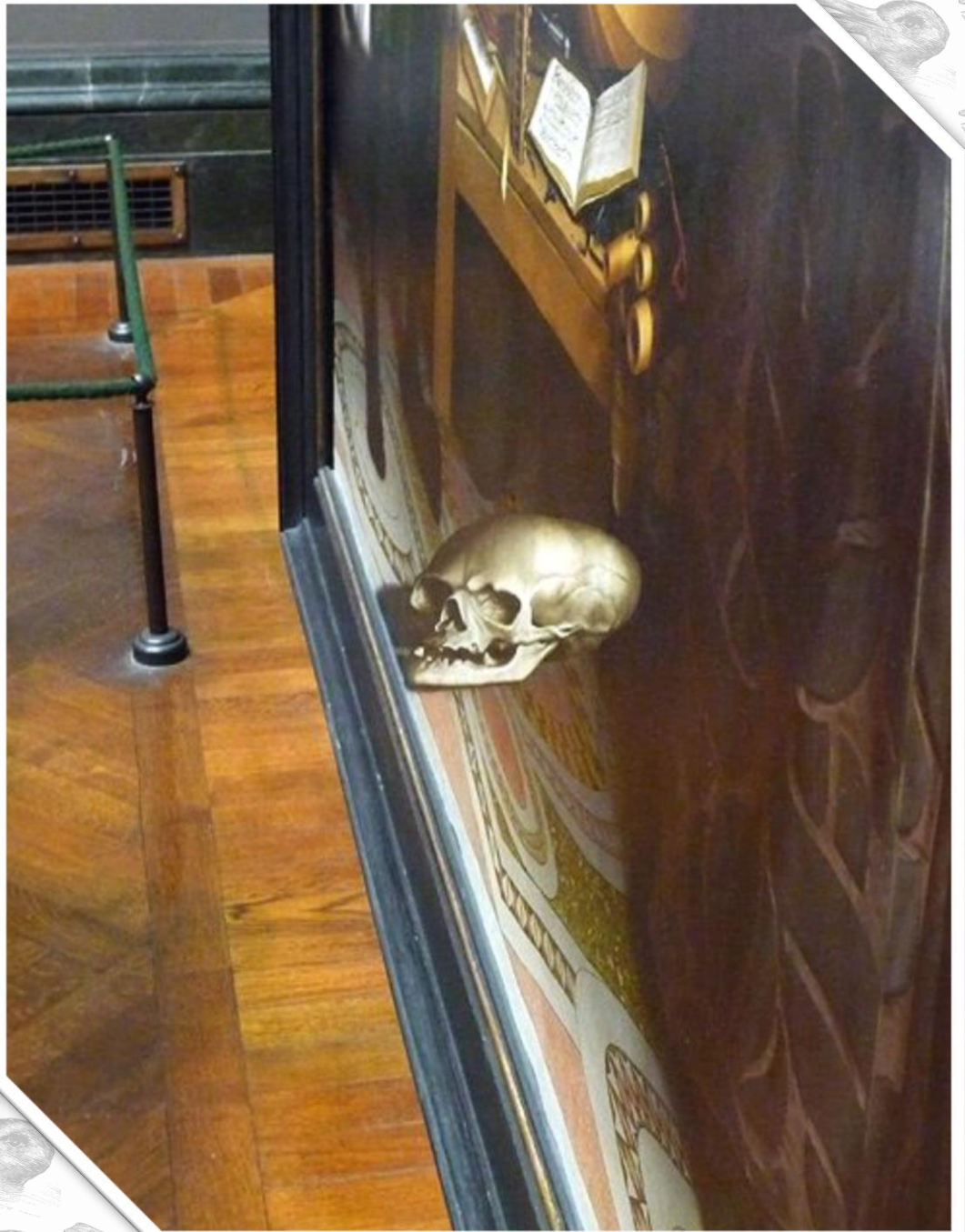
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A Guaranteed CURE
FOR

RHEUMATISM

WHETHER

ACUTE, CHRONIC,
SCIATIC, NEURALGIC

OR

INFLAMMATORY

50c a Bottle.



PREPARED FROM PURE
RATTLESNAKE OIL.

THE ONLY COMPANY IN
THE UNITED STATES
THAT MAKES THE
GENUINE
ARTICLE.

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SNAKE OIL

RELIEVES INSTANTANEOUSLY

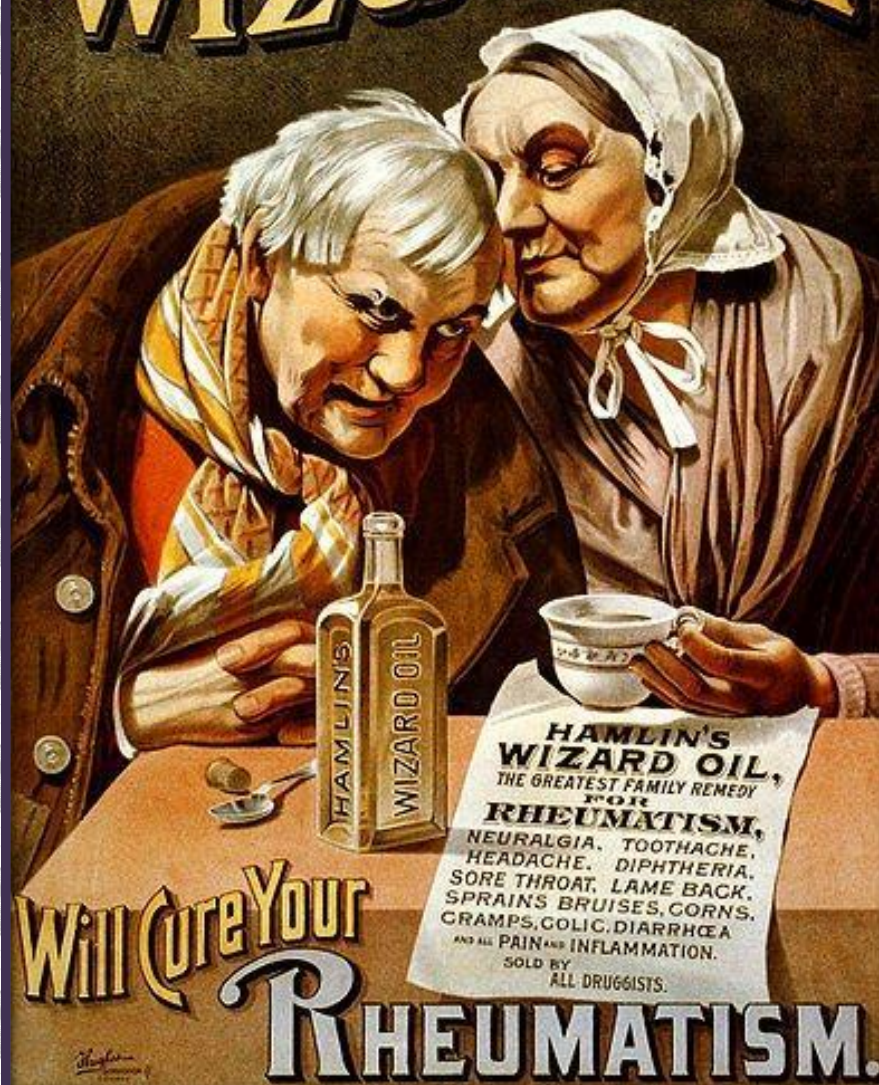
AND CURES HEADACHE, NEURALGIA, TOOTHACHE, RABBIT, BACKACHE,
SWELLINGS, SPRAINS, SORE CHEST, SWELLING OF THE THROAT, CONTRACTED CORDS
AND MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS AND BRUISES.

It quickly takes out the soreness and inflammation from Cuts, Bruises, Swellings and Ruptured Sinus.
It makes the Muscles supple
and Vigor to the whole System.

PHYSICIANS and ATHLETES.

MAINS


HAMLIN'S Wizard Oil



An elderly couple, a man and a woman, are seated at a wooden table. The man, on the left, has white hair and is wearing a brown jacket over a yellow and white striped shirt. The woman, on the right, is wearing a white headscarf and a brown dress. They are both looking down at a bottle of Hamlin's Wizard Oil and a piece of paper on the table. The bottle is made of clear glass with a label that reads 'HAMLIN'S WIZARD OIL'. The paper lists various ailments that the oil can treat, including rheumatism, neuralgia, toothache, headache, diphtheria, sore throat, lame back, sprains, bruises, corns, cramps, colic, and diarrhea. The background is a dark, textured brown.

**HAMLIN'S
WIZARD OIL,**
THE GREATEST FAMILY REMEDY
FOR
RHEUMATISM,
NEURALGIA, TOOTHACHE,
HEADACHE, DIPHTHERIA,
SORE THROAT, LAME BACK,
SPRAINS, BRUISES, CORNS,
CRAMPS, COLIC, DIARRHOEA
AND ALL PAIN AND INFLAMMATION.
SOLD BY
ALL DRUGGISTS.

**Will Cure Your
RHEUMATISM.**



COCAINE
TOOTHACHE DROPS
Instantaneous Cure!
PRICE 15 CENTS.
Prepared by the
LLOYD MANUFACTURING CO.
219 HUDSON AVE., ALBANY, N. Y.
For sale by all Druggists.
(Registered March 1885.) See other side.



*To look fresh... keep your
spirits fresh*

*The secret of your smile... comes from the state of your
nervous system. By the fresh fruits, vitamins and minerals in 7-Up,
you keep your nerves in the best of health... and your smiling too.*

**"Fresh up"
keep smiling!**

Now like it... it likes you



It's difficult to keep the secret of your
smile when the heat is melting your face.
That is, if a bottle of 7-Up isn't handy!
The secret is in "fresh up" with 7-Up.
7-Up is the only lemon and lime flavored
soft drink... and the only one that keeps your
nervous system cool and your smile fresh.
You can't smile when you're hot. You can't
keep smiling.

7-Up is "fresh up" all over your system.
It's the only soft drink that's 100% natural.
It's the only one that's 100% lemon and lime.
It's the only one that's 100% fresh.
It's the only one that's 100% 7-Up.



7-Up is a registered trademark of Dr. Pepper/Seven Up, Inc.

The new, modern way to protect small injuries—
Sulfa-thiazole "Band-Aid!"



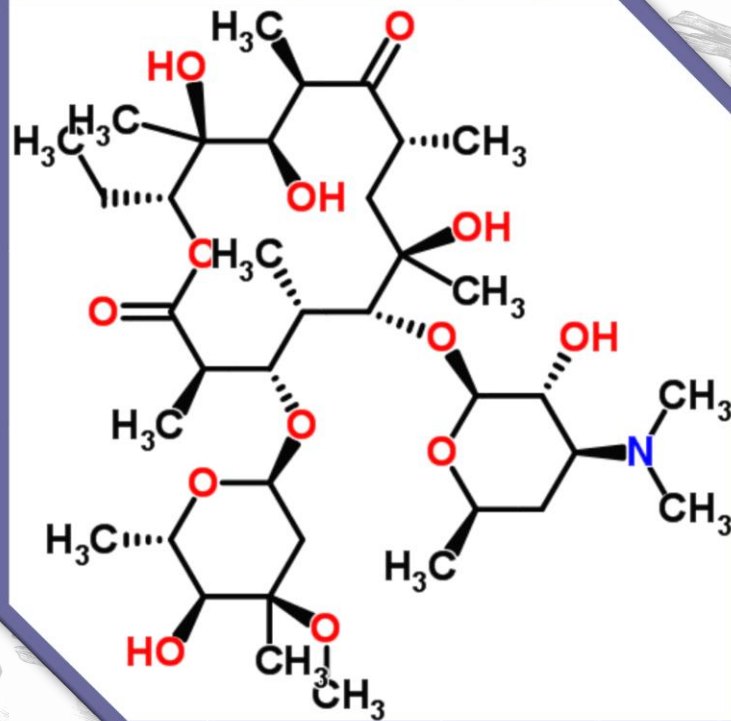
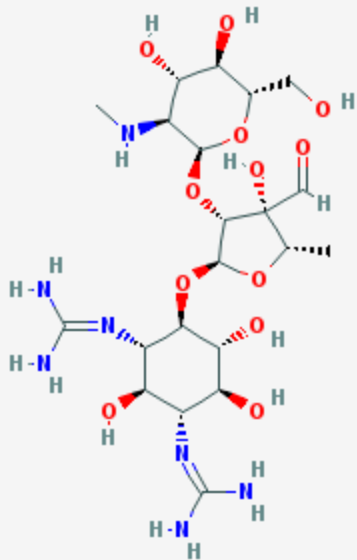
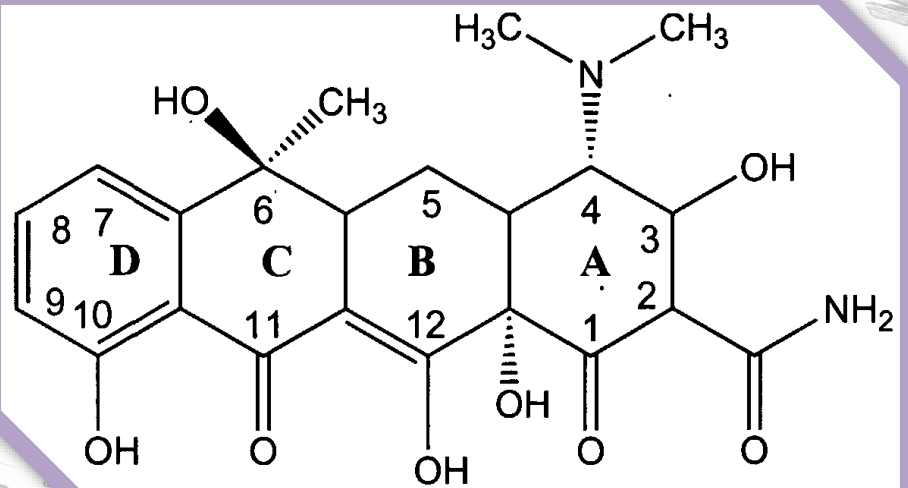
PENICILLIN, New Wonder Drug *from* Mold

By IRMIS JOHNSON

A GREENISH BLUE mold like the one that grows on stale bread, or lends aroma and flavor to Roquefort cheese, now promises to be an important ally in helping wounded soldiers fight their way back to health.







Ritalin[®]

(methylphenidate CIBA)

sparks energy



CIBA

relieves chronic fatigue and mild depression

Certainly Ritalin isn't going to make a sprinter out of the man barely able to drag himself through the day. But this gentle stimulant can spark energy—and enthusiasm—in the chronically fatigued, mildly depressed patient. With vitality increased and outlook brightened, the patient finds daily tasks no longer loom so large, nor do life's problems seem so serious.

Unlike most antidepressants, Ritalin acts promptly—is less likely than amphetamines to cause excessive stimulation; sudden letdown, appetite suppression, alterations in pulse rate or blood pressure. Ritalin is widely cited for its outstanding safety record: untoward effects on blood, urine, or liver and kidney function are not to be anticipated. Side effects, if they occur, are generally mild.

Ritalin[®] (methylphenidate CIBA) sparks energy



Contraindications

Marked anxiety, tension, agitation. Contraindicated in patients with glaucoma and with epilepsy, except to combat inarguably induced by anticonvulsant drugs.

Warnings

Should not be used for severe depression (exogenous or endogenous) except in the hospital under careful supervision. Should not be used to increase mental or physical capacities beyond physiological limits.

Cautions

Patients with an element of agitation may react adversely; discontinue therapy if necessary. Use cautiously with epinephrine or vasopressors and in patients with hypertension.

Side Effects

Nervousness, insomnia, anorexia, nausea, dizziness, palpitation, headache, dryness, skin rash. Rarely, blood pressure and pulse changes, both up and down, occur. Over: psychotic behavior and psychic dependence in emotionally unstable persons have occurred rarely.

Dosage

Administer orally in divided doses 2 or 3 times daily; preferably 30 to 45 minutes before meals. Dosage will depend upon indication and individual response; the average range being 20 to 60 mg daily.

Supplied

Ritalin[®] Hydrochloride (methylphenidate hydrochloride CIBA) Tablets, 20 mg (white), 10 mg (pale green) and 5 mg (pale yellow). Consult complete product literature before prescribing.

CIBA Pharmaceutical Company,
Summit, N.J.



There is a form
of short-acting
NEMBUTAL to serve
every need* in
barbiturate
therapy



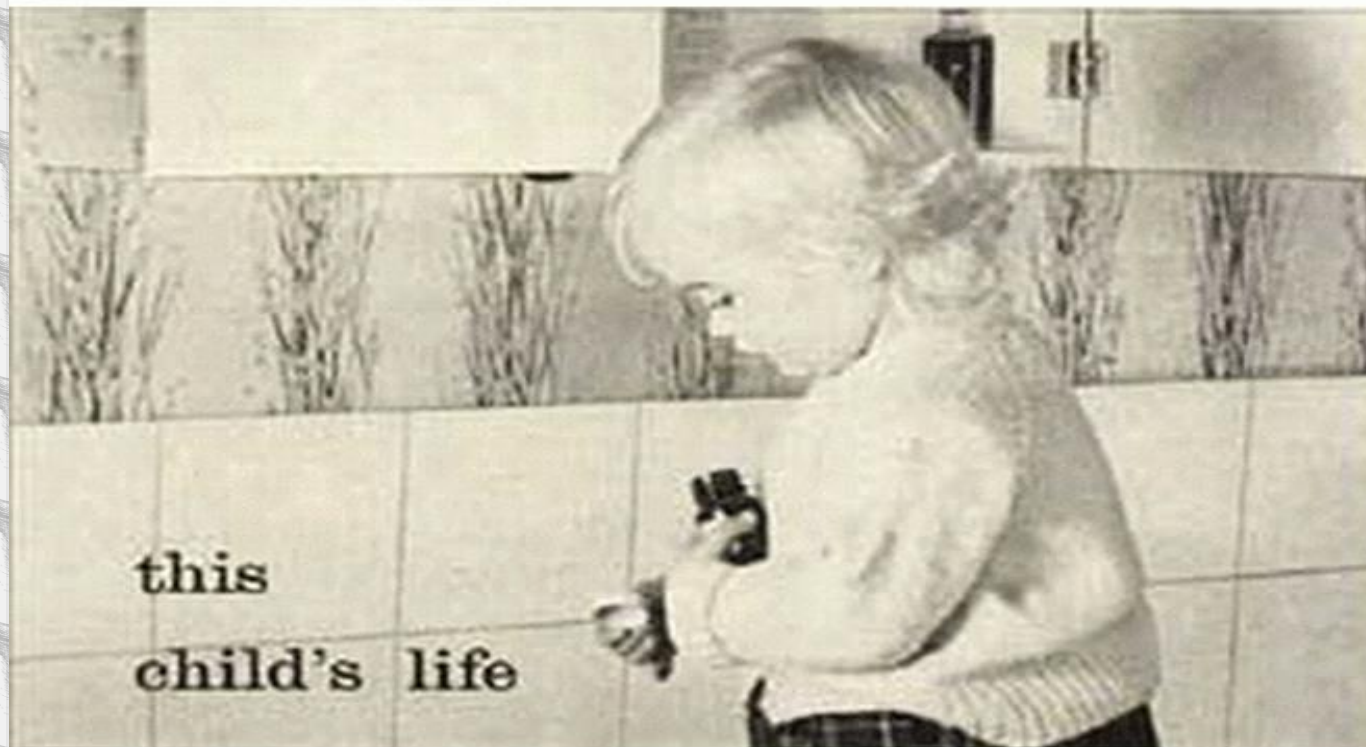
*when gentleness is important

NEMBUTAL® Elixir

(Pentobarbital, Abbott)

Abbott





may depend on the safety of 'Distaval'

Consider the possible outcome in a case such as this — had the bottle contained a conventional barbiturate. Year by year, the barbiturates claim a mounting toll of childhood victims. Yet it is simple enough to prescribe a sedative and hypnotic which is both highly effective... and outstandingly safe. 'Distaval' **THALIDOMIDE** has been prescribed for over three years in this country, where the accidental poisonings rate is notoriously high; but there is no case on record in which even gross overdosage with 'Distaval' has had harmful results. Put your mind at rest. Depend on the safety of

'DISTAVAL'

TRADE MARK

As a hypnotic at bedtime:
ADULTS: 50 mg. to 200 mg.
INFANTS AND CHILDREN:
25 mg. to 100 mg.

As a daytime sedative:
ADULTS: 25 mg. two or three times daily.
INFANTS AND CHILDREN: Up to 25 mg.,
according to age, one to three times daily.

'Distaval' (25 mg. tablets).

'Distaval' Forte (100 mg. tablets).
Basic cost to N.H.S. of 12 tablets from
dispensing pack of one hundred—1/- or
2/6d. according to strength.

'Distaval' Suspension (50 mg. per 5 ml.)
Basic cost to N.H.S. 3/- per bottle of 60 ml.

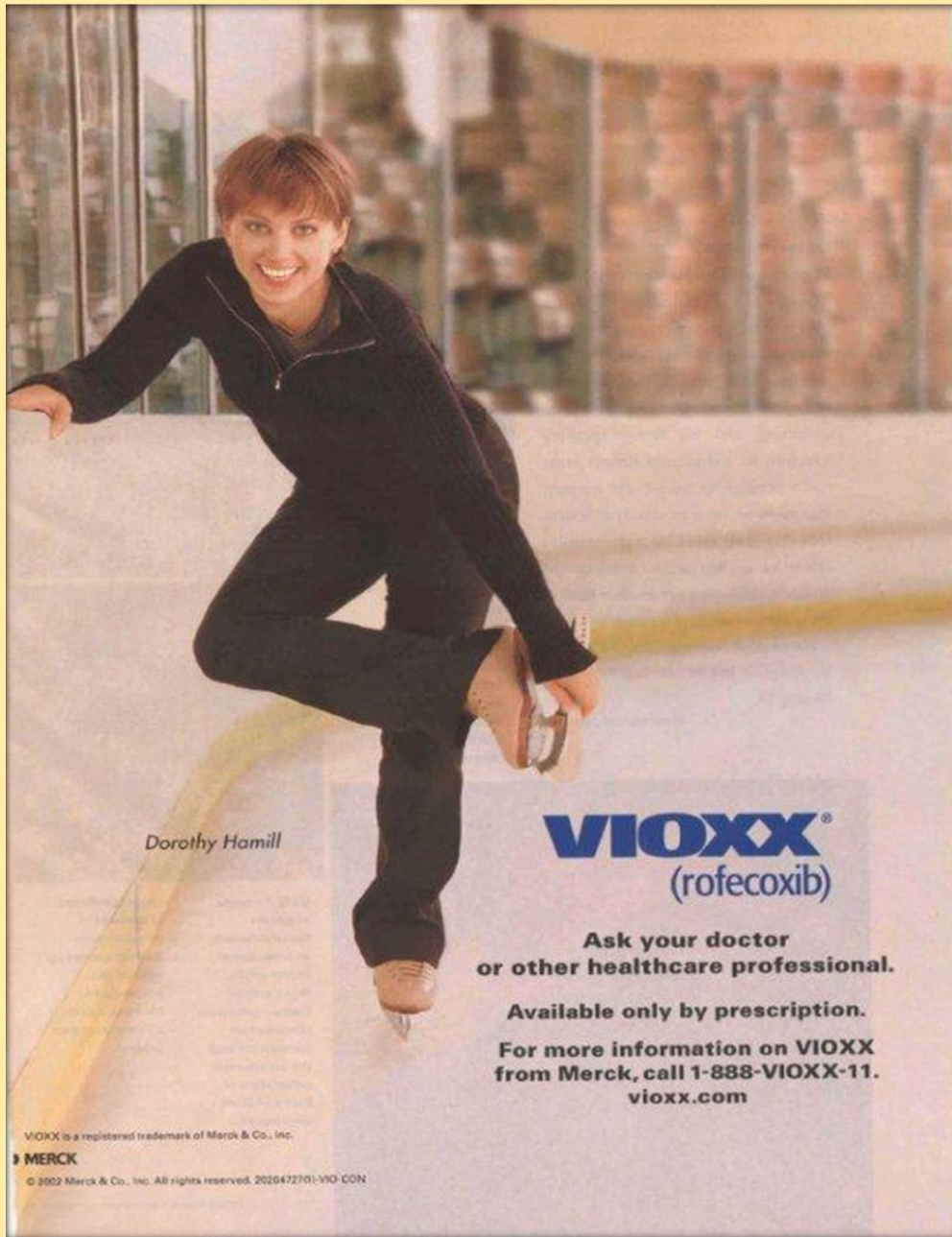
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Merck agrees to pay \$950 million in Vioxx safety probe

Published on November 22, 2011 at 10:56 PM · No Comments



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By Dr Ananya Mandal, MD

Merck & Co. will pay \$950 million and one of its units will plead guilty to a criminal charge to resolve a U.S. probe of its illegal marketing of the painkiller Vioxx.

Merck Sharp & Dohme will plead guilty to one count of misbranding Vioxx, the company and U.S. prosecutors said today. The company will pay a \$321.6 million criminal fine and \$628.3 million to resolve civil claims that it sold Vioxx for unapproved uses and made false statements about its cardiovascular safety.

"Today's resolution appropriately reflects the severity of Merck's conduct and is yet another reminder that the government will not tolerate misconduct by drug companies that bend the rules and put patient safety at risk," Carmen Ortiz, the U.S. attorney in Boston, said in a statement. Prosecutors in her office led the seven-year investigation into the company's Vioxx marketing tactics.

Vioxx was first approved by the Food and Drug Administration in 1999 and it became Merck's third largest-selling drug by 2003, generating \$2.5 billion in annual sales. The company pulled Vioxx off the market in 2004 after a study found it posed an increased risk of heart attacks and strokes.

The company, based in Whitehouse Station, New Jersey, already paid \$4.85 billion to settle thousands of patient lawsuits claiming injuries, and another \$1.9 billion for legal costs. It set aside \$950 million in October 2010 for the criminal settlement announced today.

"We believe that Merck acted responsibly and in good faith in connection with the conduct at issue in these civil settlement agreements, including activities concerning the safety profile of Vioxx," Bruce N. Kuhlik, the company's general counsel, said in a statement.

Trending Stories



New BioMinF toothpaste ingredient helps prevent decay and treat sensitivity



CRPS rank higher on pain scales than childbirth, cancer, amputation



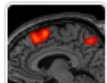
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Study demonstrates possibility of simultaneous improvement in all mental, physical functions





PELÉ: WISDOM OF THE CENTURY

“Erection problems don't just affect your love life”

Erection problems affect
1 in 10 men at some time
in their lives.

And for many, their work,
their relationships and their
self-confidence suffer too.

“I've always believed the
only way to resolve a
problem is to confront it.

If you are experiencing
erection problems, don't
suffer in silence. Millions of
men worldwide have asked

for help – and got back
their love lives and sense
of well-being.

Call now for a free,
confidential information
pack explaining the
causes and treatment
options for this common
medical condition.

Take the first step to
a better love life today.
I would.”

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kimkardashian OMG. Have you heard about this? As you guys know my #morningsickness has been pretty bad. I tried changing things about my lifestyle, like my diet, but nothing helped, so I talked to my doctor. He prescribed me #Diclegis, I felt a lot better and most importantly, it's been studied and there was no increased risk to the baby. I'm so excited and happy with my results that I'm partnering with Duchesnay USA to raise awareness about treating morning sickness. If you have morning sickness, be safe and sure to ask your doctor about the pill with the pregnant woman on it and find out more www.diclegis.com; www.DiclegisImportantSafetyInfo.com

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imoumaima @youssefchorfi

flawlessfashionstore ldk if shes getting paid for this and do not care. But it is safe for mom & baby. I called my doctor because i couldn't even keep water down.



Add a comment...





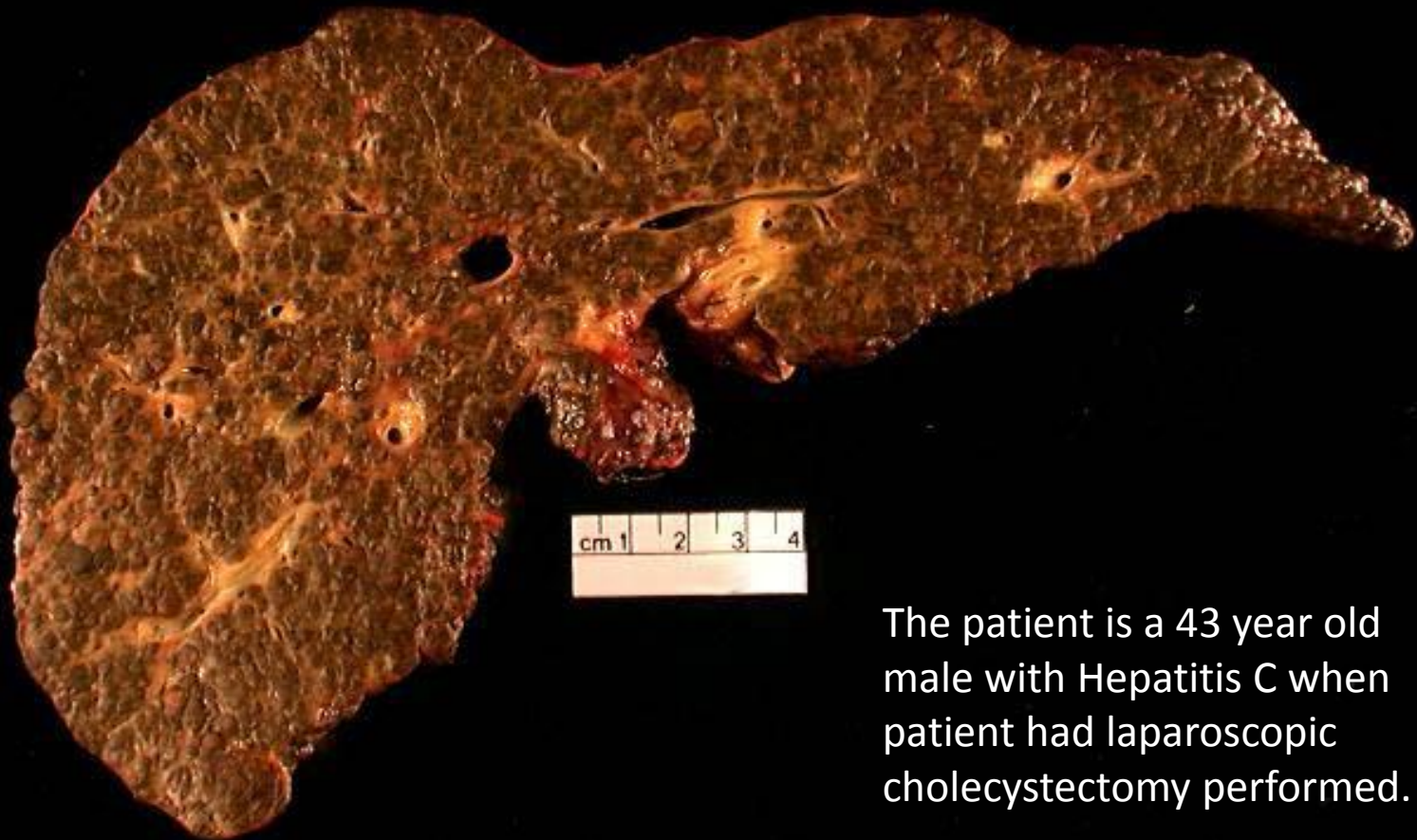


❖ **Licensing**

❖ **Reimbursement**



The gross current budget for the Health Sector for 2016 is €13.175 billion. This is equivalent to an increase of €880m compared to the 2015 allocation of €12.295 billion voted through the year.

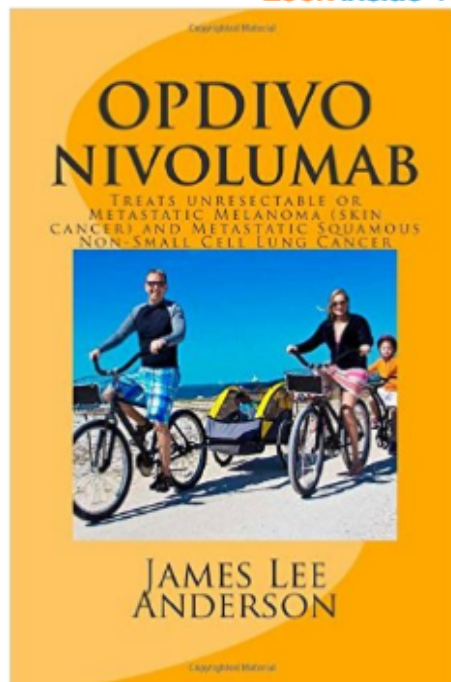


The patient is a 43 year old male with Hepatitis C when patient had laparoscopic cholecystectomy performed.





Look inside ▾



Flip to back



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OPDIVO (Nivolumab): Treats unresectable or Metastatic Melanoma Lung Cancer Paperback – March 28, 2015

by James Lee Anderson (Author)

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"Although, your health condition may impact your everyday life, do not let it define who you are." OPDIVO (nivolumab) is indicated for the treatment of patients with unresectable or metastatic melanoma and disease progression following ipilimumab and, if BRAF V600 mutation positive, a BRAF inhibitor. OPDIVO (nivolumab) is also indicated for the treatment of patients with metastatic squamous non-small cell lung cancer (NSCLC) with progression on or after platinum-based chemotherapy. OPDIVO (nivolumab) treat your melanoma or lung cancer by working with your immune system. OPDIVO can cause your immune system to attack normal organs and tissues in many areas of your body and can affect the way they work. These problems can sometimes become serious or life-threatening and can lead to death. These problems may happen anytime during treatment or even after your treatment has ended. Thanks and may you have a good understanding about this drug—OPDIVO (nivolumab). You may want to share this book with your family and friends who may be in need of help and would want to use this medicine. Take care, and as always, be well!

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YOU HAVE
AN ATTITUDE
PROBLEM.

1



NO. YOU HAVE
A PERCEPTION
PROBLEM.

1

