



Global OTC Market TO GROW AT STEADY PACE THROUGH 2012



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Longer life expectancy, rising health-care costs, and a large uninsured population have prompted consumers to take an increasingly active role in managing their own health through self-medication. Purchasing over-the-counter (OTC) pharmaceuticals is often cheaper and more convenient than a doctor's visit, especially as more prescription drugs are becoming available in OTC form. Recent studies show that up to 40% of consumers who are prescribed medication by a doctor choose to substitute it with an OTC alternative. Ultimately, purchasing OTC drugs saves U.S. consumers around \$15 billion annually.

Kalorama Information's report — World OTC Pharmaceutical Markets: Self-Medication, Developing and Petro-Rich Economies, BTC, and Other Growth Trends — projects that the global OTC drug market will show a compound annual growth rate (CAGR) of 4.3% through 2012. Global sales of OTC drugs reached \$68.4 billion in 2007, reflecting a CAGR of 3.9% since 2005, driven by increased sales of gastrointestinal products and allergy, cough, cold, and flu remedies.

OTC drug sales account for between 8% and 30% of total pharmaceutical sales in the majority of world regions. In developed regions, such as the

FORECASTED TOTAL WORLD OTC MARKET ANALYSIS: 2008-2012

YEAR	REVENUE
2012	\$84.2
2011	\$80.5
2010	\$77.1
2009	\$73.9
2008	\$71.0

Source: Kalorama Information, New York.
For more information, visit kaloramainformation.com.
Note: \$ in billions at the manufacturers' level.

United States and the United Kingdom, they accounted for 7.7% and 15.8% of sales, respectively, in 2007. Even higher percentages of OTC sales are often found in regions that are less developed, such as India or China.

"The state of the economy, lifestyle, culture, the time it takes to see a doctor, and the condition of medical care, all contribute to people seeking to self-medicate," notes Kalorama Analyst Melissa Elder. "While it's not the optimal method of treatment, and could lead to complications and undiagnosed conditions, it is nonetheless an important factor driving sales, especially in emerging countries like China."

Neurotechnology MAY PROVIDE KEY to Unmet Needs of Patients

Brain and nervous system illnesses represent the largest unmet medical market, with 2 billion people worldwide suffering from brain-related diseases and disorders. Building on decades of research and advances in neuroscience, neurotechnology holds great potential for major scientific discoveries, commercial success, and sustainable investment opportunities.

According to a study from NeuroInsights, Neurotechnology Industry 2008 Report: Drugs, Devices, and Diagnostics for the Brain and Nervous System, venture-capital investment in neurotechnology reached an all-time high at \$1.77 billion in 2007, with more than 250 investors participating in neurotech financings.

"The neurotechnology industry made substan-

tial gains in 2007, which has continued into 2008," says Casey Lynch, managing director of NeuroInsights.

NeuroInsights found that in 2007, global neurotech industry revenue rose 8.3% to \$130.5 billion. Of the industry's three segments, neuropharmaceuticals recorded revenue of \$109 billion and 8% annual growth; revenue from neurodevices jumped 22% to \$5.5 billion; and neurodiagnostics revenue rose 6% to \$16 billion.

Recent advances in neuroscience have dramatically expanded understanding of the basic biological and behavioral components of neurological diseases and psychiatric illnesses. Different types of proteins critical for normal brain functioning have been identified and characterized, and genetically engineered animal models have improved target validation.

The report highlights the following important trends in improving neurological disease diagnosis and therapeutic effectiveness:

- The use of stem cells, cell replacement, and neuroregeneration technologies. The brain has extremely limited capabilities to repair itself, but these new methods have the potential to improve the brain's ability to regenerate lost neurons and to facilitate the incorporation of implanted stem cells into brain circuitry.
- The use of neuroimaging to diagnose and research brain and nervous system illnesses. For



Commercial neuroscience represents one of the fastest-growing and critically needed sectors of the healthcare industry, says Casey Lynch, Managing Director of NeuroInsights.

INDIVIDUALS AFFLICTED BY INDICATION, WORLDWIDE AND U.S.

CONDITION	WORLDWIDE	U.S.
Addiction	790	48
Anxiety disorders	400	40
Obesity	300	80
Chronic pain	290	86
Migraine	240	30
Depressive disorders	240	21
Sleep disorders	238	60
Hearing loss	140	35
Attention disorders	120	15
Alzheimer's and MCI*	90	17
Stroke	60	5
Epilepsy	50	3
Vision	35	10
Traumatic brain injury	25	5
Schizophrenia	25	2
Parkinson's disease	5	2
Multiple sclerosis	2	0.4

* Alzheimer's disease: 37 million worldwide, 5 million in U.S.

Source: NeuroInsights, San Francisco.
For more information, visit neuroinsights.com.
Note: Numbers in millions

HCMA Honors Industry's Best

This year, the Healthcare Communication & Marketing Association (HCMA) honored winners of the IN AWE awards, the Delta, and the Best in Show. For more information about 2009 IN AWE Competition, visit us online at www.TheHCMA.org.



2008 Delta Award Recipient

Frank Austin, Marketing Director of Health Plan of San Mateo (HPSM) received the HCMA's 2008 Delta Award for demonstrating how a powerful re-branding strategy can unite and inspire individuals to effectively serve the community. The campaign, "Healthy is for Everyone," was a statewide, integrated program that reached more than 60,000 low-income residents of San Mateo County.



2008 Best in Show

Crowley Webb and Associates won the Best in Show Award for its innovative approach to patient recruitment. The "Have Patients!" program used humor to simplify a complex message into a clever and impactful campaign that accelerated recruitment and, ultimately, trial completion.