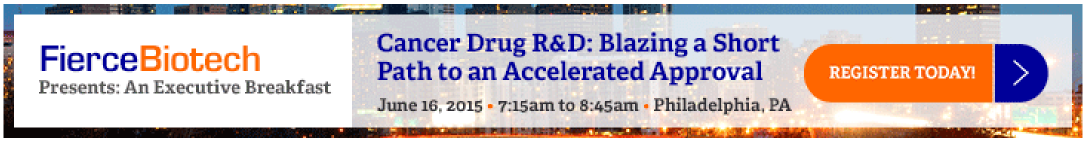
FiercePharma Select another site | Advertise | Contact SEARCH



Free Daily Pharma Industry Newsletter Every business day, *FiercePharma* updates pharmaceutical executives on the latest Pharma industry news and deals. Stay up to date on:

Pharma Company News | Generic Drug Companies | Pharmaceutical Marketing & Sales | FDA Regulations & Warnings | Phase IV Clinical Trials

Click here to see a sample.

We never sell or give away your contact information. Our readers' trust comes first.

EMAIL ADDRESS

FiercePharma

NEWS TOPICS ANALYSIS FEATURES LIBRARY EVENTS JOBS MARKETPLACE

FOLLOW US

Teva jacks up prices on Cephalon legacy brands

December 7, 2011 | By Tracy Staton

SHARE
Email
4
Tweet
2
Share
0
Like
0
g+1

Here's one way to increase your drug sales overnight: First, buy a company. Then, raise its product prices up to 25%. That, apparently, is Teva Pharmaceutical Industries' ($TEVA) strategy for Cephalon ($CEPH), the U.S.-based drugmaker it acquired just a couple of months ago. Almost as soon as the deal closed, Teva "implemented a series of unusually robust price increases" for several of Cephalon's branded meds, Deutsche Bank says.

Citing a wholesale pricing report from Medi-Span, Deutsche Bank analysts say Teva hiked the prices on Cephalon painkiller Fentora and wakefulness drug Provigil 15%--and raised the price on Provigil follow-up Nuvigil 25%. The latter increase came on top of an 8% price rise just 6 months before.

The analysts approved of the increases, *Globes* news service reports. "Taken together, these recent increases could likely bolster the outlook for Teva's North American pharmaceutical sales in the fourth quarter, and, more importantly, in 2012," they wrote (as quoted by *Globes*). Together with Teva's profit-sharing deal with Ranbaxy on copycat Lipitor, its recent launch of a Zyprexa copy, and the planned debut of generic Lexapro, Deutsche Bank figures Teva's new target price at $46, compared with yesterday's $40 close.

TOOLS
Comment
Print
Contact Author
Reprint

The Biotech Primer: An insider's guide to the science driving the biotech and pharma industries

This 200-page book takes an in-depth look at the biotech industry and the science that drives it. Although the industry itself is constantly changing, these fundamental concepts upon which it is built will remain important for years to come - and decision-makers who understand these fundamentals will be better able to evaluate and predict new trends. Click here to buy today!

Sign up for our FREE newsletter for more news like this sent to your inbox!

- see the story from *Globes*

Related Articles:
Feds probe Cephalon on Provigil, Nuvigil promos
Integrating Cephalon, Teva eyes up to 1,500 job cuts
Ranbaxy's silence on Teva profit-sharing draws questions

Sign up for our free newsletter EMAIL ADDRESS

JOIN 150,000+ INSIDERS
SIGN UP FOR OUR NEWSLETTER

EMAIL ADDRESS

FiercePharma is the pharma industry's daily monitor, with a special focus on pharmaceutical company news and the market development of FDA approved products. Join thousands of pharma industry leaders who get *FiercePharma* via daily email. Sign up today!

POPULAR STORIES

MOST READ | MOST SHARED

FDA's SGLT2 warning bad news for AZ, J&J and Lilly--but could be a boon for Merck
AbbVie nabs FDA's orphan drug tag for Humira in HS
Big Pharma's a C student, rep study finds, with Bayer at the top, Novartis at bottom
Mylan shareholders face big M&A-related taxes, especially if Teva's bid succeeds
Hep C patient sues Blue Cross for blocking access to Harvoni

THE LIBRARY: WHITEPAPER

2015 L.E.K. Strategic Hospital Priorities Study: Hitting an Inflection Point for Hospital Suppliers