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For the first time, analyst group lowers 2022 sales forecast as pricing backlash takes a toll

For a decade, each new projection for drug sales from analyst group Evaluate has been higher than the last as new blockbusters and price hikes have pushed up its forecasts. Not this year.

For the first time since it has been publishing its World Preview reports, the life science commercial intelligence firm has lowered its forecast for industry wide drug sales, based largely on new attention to pricing.

Read More:http://www.fiercepharma.com/pharma/pricing-scrutiny-to-hurt-pharma-sales-analysis-shows-as-opdivo-and-keytruda-soar-through

Shire's $800M Lialda confronted by generic competition but Zydus copy will fly solo for now

After years of patent battles, the last legal barrier between Shire and a generic version of its lucrative ulcerative colitis drug Lialda has fallen and the FDA has approved a generic from ZydusCadila.

It is a rude surprise for Shire investors who had believed the $800 million drug was safe for a few more years, but there is a chance that instead of flood of generics, the Zydus copy may be the only competition for awhile.

Read More:http://www.fiercepharma.com/pharma/shire-s-800m-lialda-confronted-by-generic-but-zydus-copy-will-fly-solo-for-now

How will Novartis price its groundbreaking CAR-T med? R&D exec offers some clues

The FDA isn't the only hurdle for Novartis' forthcoming CAR-T therapy, which could be the world's first. There's pricing and access, too. Drugs in this new class of one-time treatments are expected to be ultra-expensive, so the company is working up pricing and payment strategies now.

Read More:http://www.fiercepharma.com/pharma/novartis-car-t-med-could-rank-among-world-s-costliest

Pfizer's $14B Medivation deal's now a cautionary M&A tale, thanks to ASCO: analyst

The annual ASCO meeting often throws new light on old drugs—and old dealmaking. This year, it's last summer's most ballyhooed M&A deal—Pfizer's $14 billion buyout of Medivation—that doesn't look so impressive anymore, thanks to data rolled out over the weekend.

Big pharma and big biotech bidders swarmed on Medivation back then, partly because of its pipeline med talazoparib, a PARP inhibitor then-Medivation chief David Hung touted as a best-in-class med. The other big draw was Xtandi, the blockbuster-to-be prostate cancer drug, and its present-day cash flow. The two together added up to offers from Pfizer and Sanofi, plus a range of other bidders rumored to include Amgen and Gilead Sciences.

Read More:http://www.fiercepharma.com/pharma/pfizer-s-14b-medivation-deal-s-now-a-cautionary-m-a-tale-thanks-to-asco-data-analyst