

INHALER RETAIL SALES DIFFER IN EUROPEAN COUNTRIES

ADMIT Poster Presentation at the
ERS 2007 in Stockholm Wednesday, September 19, 2007

The ADMIT (Aerosol Drug Management Improvement Team), represented by Chris Corrigan, UK as the presenter of the poster was accompanied by Mark Levy, UK and Joaquin Sanchis, Spain, to present the results of a survey, entitled “Inhaler Retail Sales Differ in European Countries” at the annual congress of the European Respiratory Society ERS in Stockholm.

During an electronic poster session, chaired by I. Adcock, UK and K. Racke, Germany, where the results of 19 thematic related topics were shown and presented on the screen, the audience was especially interested in the results of the ADMIT poster: The survey revealed that pMDIs (pressurized Metered Dose Inhaler) are still widely prescribed in the EU (based on IMS sales data) despite the fact that up to 50 % of patients are not able to use them correctly, resulting in impaired therapeutic efficacy.

“It is a fact” explained Prof. Corrigan during the discussion, “that chronic obstructive lung diseases are still not controlled. The high usage of pMDIs may certainly be a contributory factor in this”. During a lively discussion, it was generally agreed that global guidelines such as the GINA guidelines, particularly those claiming to be “Initiatives” for the treatment of obstructive respiratory disease, should pay more attention to inhaler delivery devices and their handling in the future. Patient friendly inhalers, such as the Novolizer, are already available on the market, being much more efficient than pMDIs. “Unfortunately it may be the case that inhaler prescriptions may still be governed by factors other than the maximum welfare of the patient; this is not least true in the UK, where up to 80 % of the sales are for pMDI devices” concluded Prof. Corrigan. In the considered European countries, pMDIs account for 48 % of the total sales overall. This is probably because of the relatively low costs of pMDI devices at source.

“These data suggest a need for a better education about the advantages and limitations of specific devices for prescribers and patients to improve the treatment of obstructive airway diseases in Europe” demanded Prof. Corrigan and ended his presentation.

The Aerosol Drug Management Improvement Team (ADMIT), incorporating clinicians from several European countries with special interests and expertise in inhalation therapy was formed in November 2004 with the remit of examining ways to improve the treatment of obstructive airways diseases in Europe:

M. Broeders, R. Dekhuijzen, J. Sanchis, J. Viejo Banuelos, S. Pedersen, P. J. Barnes, Ch. Corrigan, M. Levy, A. Magnan, J.C. Dubus, Th. Hausen, Th. Voshaar, L. Corbetta, F. Lavorini, W. Vincken, A. Ramalho, M. Kneußl, G. Crompton.