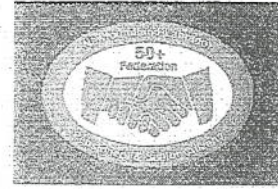


Newfoundland and Labrador

*Pensioners and*

**Senior Citizens /50+  
FEDERATION**



Dr. Brien G. Benoit, MD,  
Chairperson.  
Patented Medicine Prices Review Board.  
Box L40  
Standard Life Centre  
333 Laurier Avenue West  
Suite 1400  
Ottawa, Ontario  
K1P 1C1

October 12<sup>th</sup>, 2007.

2007 OCT 22 PM 2:23

Dear Dr. Benoit,

Thank you for granting me the privilege of attending the September 12<sup>th</sup> meeting of your Board with the stakeholders regarding their views of aspects of Excessive Price Guidelines that are used by Board Staff. Our Federation's Executive Committee of the Newfoundland and Labrador Pensioners and Senior Citizens Federation is pleased that such meetings are held. So is our National body.

The meeting was certainly open to all views regarding pricing where categories are concerned. It is obvious that we need some 'me too' types of medicines as sometimes one product works for one person but not the next, and often a different similar product will then work for another person. However, I found general agreement that Category 3 which is for medicines of 'little' or 'no' significant evidenced added benefit is the most contentious of all.

In that Category I feel there must be 'noticeable improvement to the patient, and /or, by the patient's attendant' before pricing should be advanced to that particular new product. Applications for price up-grading for medicines that produce barely perceptible improvements should be sidelined until they reach the afore mentioned standard. This was most striking to me. I am sure that others that I have spoken to have reported on the many other items for which some consensus was achieved. This one is sufficient for me.

I fully understand that it is a very fine row that you must hoe in these matters, but, the fact that you have provided an opportunity for consultation is a step in the right direction. Might I suggest that consultations directly with persons who use certain medicines for which results are seemingly unclear or controversial, might be of some use to your efforts to do the right thing for both industry and patient. There are two sides to questions: The market place is for both the manufacturer and the consumer. All must be treated - fairly.

Congratulations to you and your Board for all of your time and efforts spent on resolving these enigmatic questions.

Sincerely,

Don Holloway,  
President.

Don Holloway  
President.  
9 Wilson Street P.O. Box 900  
Marystown, NL. A0E 1N0  
1 (709) 279-3546

Lorraine Foster  
Secretary.  
251 Main St., P.O. Box 63,  
Clarke's Beach, NL. A0A 1W0  
1 (709) 736-2206

Barbara Barrett  
Treasurer  
P.O. Box 95  
Arnold's Cove, NL. A0B 1A0  
1 (709) 463-2305