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Tangata tū pakari tonu

22nd January 2025

BCAC response to palbociclib brand switch consultation

Kia ora Pharmac

BCAC was contacted by Pharmac's oncology Therapeutic Group Managers Logan Heyes, Jared Solloway and Priyanka Patel to discuss the proposed change to the palbociclib brand. We appreciated this notification.

We then communicated with Pfizer's Elise Kelly, Oncology Lead ANZ via email. Elise provided confirmation from Pfizer's regulatory team that all components of the medicine, i.e. the active ingredient and all excipients, will be identical. As noted by the TGMs, palbociclib will be manufactured by the same company at the same site, using the same process. From these communications we understand that the new version of palbociclib will be identical to the previous one, and that only the packaging will change. Given this, we have no hesitation in supporting the change.

We had little warning of this change prior to the announcement of the consultation on it, so had little time to let Metavivors NZ know of the change in advance. The sudden news of a change to palbociclib caused a high level of concern among those currently taking this medicine. Palbociclib has kept advanced hormone receptor positive cancer stable for long periods for many in the group, so the concerns are entirely understandable. The lack of trust at least partially comes from previous high profile brand switch issues. We have contributed to ongoing discussions within the Metavivors NZ group, making every effort to reassure people that only the packaging will change.

We have asked Pfizer to notify us of any future changes well in advance so we're able to explain these to patients in good time. As noted above we appreciated being told of the change by Pharmac and would ask that in future we be given as long a lead-in time as possible to let patients know of any changes. It would be helpful if it was made clear to patients that the new medicine will be *identical* to the existing one.

Ngā mihi,

Libby Burgess, BCAC Chair



