Botox Sales Decline

Sales of Botox declined almost 3% worldwide in the fourth quarter of 2008—from $339 million to $329 million, reported Allergan Inc., and the company predicted a further decline. For all of last year, Botox (botulinum toxin type A) sales rose $99 million to $1.3 billion. But in the upcoming year, Allergan is forecasting sales of just $1.15 billion to $1.19 billion. Meanwhile, the first full year of sales of Al- legan’s eyelash-enhancing therapy Latisse (bimatoprost ophthalmic so- lution) should hit $30 million to $50 million, according to the company. Because overall sales of its products declined in 2008, Allergan announced that it would lay off 5% (460) of its employees. Cuts primarily will come from personnel in sales and marketing of urology products in the United States and Europe.

FDA Turns Down Skin Antibiotic

The Food and Drug Administration has notified Arpida Ltd. that its an- tibiotic iclaprim is not approvable without any major risks or sig- nificant uncertainties. Unfor- tunately, the human psychopharmacology cannot function within the Comfort Zone for any length of time be- fore it starts looking for distractions. A patient of mine once owned one of the largest and most popular restaurants in northern New Jersey. He had all the wealth, power, and prestige he ever dreamed of. Now it’s all gone. He gam- bled it all away. I felt I knew him well enough to ask what had gone wrong. Why risk losing it all? Why did he allow such a cata- strophe to happen? “Doh,” he replied, “if the game no longer challenges you, you will screw it up—just to have something to do!”

I found this lesson profound and en- lightening, and it is a shame that this man had to learn it the hard way, as so many heretofore successful people do.

But if we cannot be happy within the Comfort Zone and have to constantly look for distractions, must the distrac- tions necessarily be destructive? Why not look for constructive distractions? Why not push the other side of the envelope?

That is the solution to the Comfort Zone problem: Constantly expand the zone itself. You must continually incor- porate new activities and situations into your envelope, so that you remain inter- ested, focused, and enthusiastic.

What do you look for? Anything that would make you uncomfortable. Such a situation, by definition, is outside your Comfort Zone. Of course, you must screen out detrimental things, consider- ing the possible additions to your zone that will improve you personally or pro- fessionally.

In your office, this can be as minor as acquiring the habit of doing things and earning a 2% incentive. To view the guide, visit www.cms.hhs.gov/part nerships/downloads/11399.pdf.

CMS E-Prescribing Guide Is Available

A new guide from the Centers for Medicare and Medicaid Services explains the e-prescribing incentive program, how eligible professionals can participate, and how to choose a system, enhance productivit y, improve quality of care, and earn a 2% incentive. To view the guide, visit www.cms.hhs.gov/part nerships/downloads/11399.pdf.