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Tracking China Healthcare

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From Pacifier to Pill

Each year, almost ten million children in developing nations die before the age of five, with 70% of deaths a result of preventable and easily treatable diseases. Much of the disease burden affecting these pediatric populations, such as diarrhea and pneumonia, can be managed with easy access to comparatively common and inexpensive treatments, such as antibiotics; however, even when there are treatments readily available for these illnesses, most have not been specially formulated for children. A shortage of pediatric formulations has been

an issue in many markets. The US has only recently addressed this problem. In China, many doctors assert that pharmaceutical companies ignore pediatric formulations because they believe the market for them is too small; yet, with 2007 Ministry of Health (MOH) figures showing 256 million children between ages 0 and 14 in China, that attitude is changing. Companies such as BMP Sunstone, which recently executed an acquisition of a signifi-

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