



SEE WHAT SCIENCE CAN DO

REGENERON science to medicine CAREERS.REGENERON.COM

Free Daily Pharma Industry Newsletter Every business day, FiercePharma updates pharmaceutical executives on the latest Pharma industry news and deals. Stay up to date on:

Pharma Company News | Generic Drug Companies | Pharmaceutical Marketing & Sales | FDA Regulations & Warnings | Phase IV Clinical Trials

Click here to see a sample.

We never sell or give away your contact information. Our readers trust comes first.

EMAIL ADDRESS

SIGN ME UP

FiercePharma

NEWS TOPICS ANALYSIS FEATURES LIBRARY EVENTS JOBS MARKETPLACE

FOLLOW US



## GSK readies 500 reps for Horizant launch

April 8, 2011 | By Tracy Staton

SHARE

Now that they have FDA approval for Horizant in the bag, GlaxoSmithKline and Xenoport are working out a sales strategy. And if the companies' statistics hold true, there are more than 5 million Americans with symptoms of restless legs syndrome, all potential buyers for this new treatment.



There's been plenty of debate about whether restless legs constitute a "real" syndrome and whether sufferers really need a drug. To combat those arguments, Xenoport has data suggesting the syndrome doesn't just consist of its trademark leg twitching and restless sleep, but may be linked to high blood pressure and heart disease. And the fact is, sufferers are seeking treatment.

That's where Horizant comes in, beginning July 1, the companies say. GlaxoSmithKline will field a sales force of some 500 reps, Xenoport CEO Ron Barrett told FierceBiotech. Among their targets: The 60,000 to 70,000 primary care doctors and neurologists who now write most of the scrips for restless legs treatment.

TOOLS



Comment



Print



Contact Author



Reprint

**[Webinar] Physician Prescribing Trends & Opportunities for Health System-Pharma Collaboration**

DATE: WEDNESDAY, MARCH 16 | 11AM ET / 8AM PT

athenahealth conducted a study to learn how health systems and new reimbursement models are impacting prescribing behavior. We'll discuss our findings, including opportunities for pharma marketers, with a health system leader on our March 16th webinar. Reserve Your Spot Today!

Sign up for our FREE newsletter for more news like this sent to your inbox

Xenoport itself has the right to co-market the drug, but the company doesn't plan to do so right away, Barrett said. If it does decide to build up its own sales force, it would hire 50 to 100 reps to complement GSK's work. As Xconomy points out, Xenoport's share of profits varies according to how much it contributes to the partnership with GSK.

- read the Xconomy story
- get more from the Los Angeles Times

Related Articles:

## JOIN 150,000+ INSIDERS SIGN UP FOR OUR NEWSLETTER

FiercePharma is the pharma industry's daily monitor, with a special focus on pharmaceutical company news and the market development of FDA approved products. Join thousands of pharma industry leaders who get FiercePharma via daily email. Sign up today!

EMAIL ADDRESS

SIGN ME UP



ALTHEA | THE POWER TO MAKE

### POPULAR STORIES

MOST READ

MOST SHARED

Doctors pounce on 'alarmist,' 'horrifying' Novartis heart-failure ad

Top exec exits as Pfizer redraws org chart for post-megamerger future

NICE, in reversal, OKs Amgen's Repatha while snubbing Sanofi and Regeneron's Praluent

Some top GSK investors aren't sold on a breakup—and they're backing CEO Witty, too

PhRMA kicks off new ad campaign to doctor pharma's tarred image

### THE LIBRARY: MULTIMEDIA

FierceBiotech Radio on the burning hole in Gilead's \$25B pocket and AbbVie's future in

GSK, XenoPort revise Horizant pact

EMAIL ADDRESS

SIGN ME UP

Filed Under GlaxoSmithKline, Horizant, Pharma sales reps, Restless Leg Syndrome, Xenoport

COMMENTS

Sponsored

FISHER INVESTMENTS

I HATE Annuities...and So Should You!

If you have a \$500,000 portfolio, uncover the truth about annuities by reading "Annuity Insights" from Forbes columnist Ken Fisher's firm.



Learn More

1 Comment

FiercePharma

Login

Recommend

Share

Sort by Best



Join the discuss on...



Anonymous · 5 years ago

I can assure you RLS is a documented medical condition. I have had it since the age of 12. As I age there have been times it has been so unbearable I have gone for weeks on an hour or two of sleep per night. When I was put on mirapex my sleep improved 100%. The problem is, with time, mirapex becomes less effective.

Reply · Share

Subscribe

Add Disqus to your site Add Disqus Add

Privacy

DISQUS

hematology

DECEMBER 10, 2015



FiercePharma's Carly Helfand and FierceBiotech's Damian Garde

discuss the discussion around Gilead Sciences' huge cash reserve and the many things the company might buy. Plus, a look back at AbbVie's blockbuster buyout of Pharmacyclics and a consideration of how a certain biotech entrepreneur is bringing attention to an FDA loophole.

MORE ITEMS

LATEST COMMENTARY

AstraZeneca chief chalks up milestones on his map to \$45B

What's the calendar bringing biopharma next year? Our top 5 ideas

The most popular FiercePharma stories of 2015

Does new scrutiny threaten pharma's specialty-pharmacy strategy?

Pfizer responds to FiercePharma

EVENTS

Drug Development Immersion Course Course | May 17-18, 2016 — West Windsor (Princeton area), NJ — Sponsored By: FierceBiotech

CBI's Global Anti-Corruption and FCPA Compliance Congress March 16-17, 2016 — Philadelphia, PA

Exl's 2nd Procurement and Outsourcing Summit March 22-23, 2016 — The Inn at Penn, A Hilton Hotel — Philadelphia, PA

MORE EVENTS



PRESS RELEASES

Immunovia announces collaboration with Mount Sinai Health System to validate early detection blood test for pancreatic cancer in a prospective clinical study

First patient treated with LC Bead LUMI™ radiopaque embolic bead supported by Philips live image guidance

Amplix Pharmaceuticals Expands Management Team and Increases Its Series B Financing to \$49.2 Million

SANOFI DELIVERED 2015 BUSINESS EPS UP 8.5% ON A REPORTED BASIS AND STABLE AT CONSTANT EXCHANGE RATES CONSISTENT WITH GUIDANCE

CMS will cover percutaneous LAAC therapy for Medicare beneficiaries

FEATURED JOBS

> Need a job? Need to hire? Visit our jobs site.