

http://www.hcplive.com/physicians-money-digest/practice-management/10-worst-drug-launches



3. Zaltrap

Company: Sanofi

Condition/Disease: colorectal cancer

Sales: 7 million euros in the third quarter of 2012

Price: \$9,600 a month

Sanofi had a second drug in the top 10, so it's familiar with development risk.

The problem with Zaltrap was that it was quite expensive. Providers didn't like that there were less expensive alternatives that were just as good.

2. Provenge

Company: Dendreon

Condition/Disease: prostate cancer

Sales: \$228 million in 2011
Price: \$93,000 for the treatment

While Provenge's sales weren't bad, they fell far short of Dendreon's forecast of \$350 million. Plus, Johnson & Johnson's Zytiga has become a popular alternative. Although, Zytiga is approved for use after chemotherapy fails, physicians have been prescribing it for off-label use in earlier stages of he disease, causing J&J's drug to increase market share, while Provenge's stagnated. Lastly, oncology drugs always have large price tags and physicians were concerned about reimbursements.

1. Makena

Company: K-V Pharmaceuticals

Condition/Disease: preventing premature bir h

Sales: \$5.1 million in revenue for he final quarter of 2011

Price: \$1,500 a dose

Overall the cost for a full course of treatment is \$30,000, yet a string of compounding pharmacies were already making this therapy for a lot cheaper — just \$10 to \$20 a dose.

To see the full list and more about the drugs, click here.

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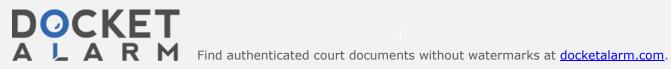
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