

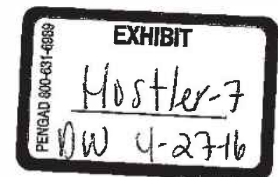
Sender: Loesch, Stuart </O=CARTER-WALLACE/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=LOESCH, STUART83C>
Sent: Friday, November 14, 2014 4:13:48 PM
Recipient: Betsy Orrison <betsyo@synopiarx.com>
Subject: DYMISTA 2015 DRAFT Brand Plan
Attachments: Dymista FULL- US Marketing Plan 2015 111414.pptx

Betsy,
Can you please send the attached brand plan to Steve and Bill?

Kind Regards,
Stuart

Stuart Loesch
Vice President, Marketing
265 Davidson Avenue | Somerset, NJ 08873
T: 732-564-2407 | C: 609-619-1473 | F: 732-564-2407 | stuart.loesch@meda.us

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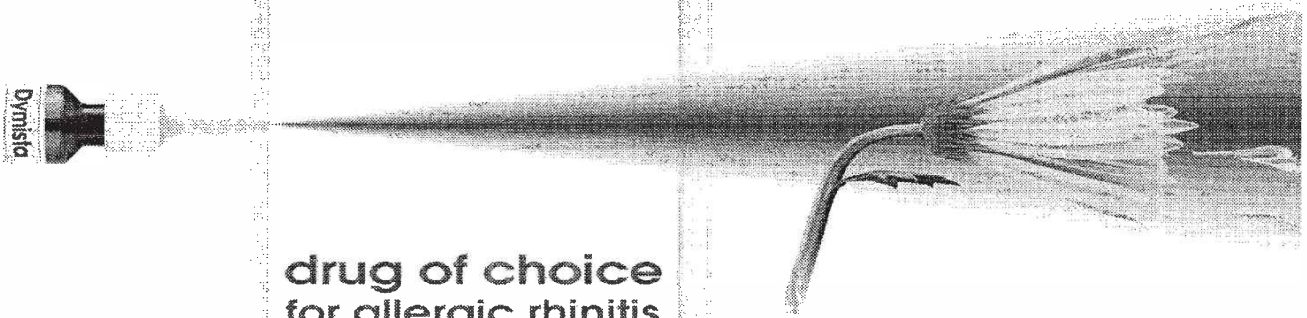
CIP2074

PTX0271-00002

Dymista

Dymista[®]

Marketing Plan 2015



**drug of choice
for allergic rhinitis**

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Marketing Plan 2015

Product	Dymista
Generic Name	(azelastine hydrochloride and fluticasone propionate) Nasal Spray 137 mcg/50 mcg per spray
Launch	September 24, 2012
Country	United States
Business Unit	Marketing
Product Manager	Jeff Germani
Medical Manager	Nancy Ruiz, MD
Product Team	Stuart Loesch, Meghan Hausner and Katie Weiberth

MEDA

- 2 -

Dymista

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3

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PTX0271-00003

Content

- Product Profile
- Market / Competitor
- Planning
- Strategy
- Marketing
- Sales Force
- Upside/Downside Potential
- Summary

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- 3 -

Dymista

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4

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PTX0271-00004

Product Profile

- **Trade Name:** Dymista (azelastine hydrochloride and fluticasone propionate) Nasal Spray 137mcg/50mcg per Spray
- **Launch Date:** September 24, 2012
- **Patent Protection:** 2026
- **Substance Class:** Nasal Spray
- **Active Ingredients:** azelastine hydrochloride/fluticasone propionate
- **Indication:** Seasonal Allergic Rhinitis (SAR) for patients 12 years and older who require treatment with both azelastine hydrochloride and fluticasone propionate for symptomatic relief
- **Dosage:** 1 spray/nostril 2x daily
- **Pack size:** 23 grams net fill (120 metered sprays)
- **Prices:** \$145.95 (wholesale acquisition cost); \$82.20 (net price); most patients pay as little as \$14 with the copay card or receive \$100 off their cash price
- **Reimbursement status: Percent of Lives Covered by Status**

	<u>2015</u>
Preferred	32% ¹
Covered (Unrestricted Tier 3)	26%
Restricted (PA/SE)	12%
Not Covered	30%

PA= Prior Authorization

SE= Step Edit

¹First half of 2015 prior to Nasonex generic

²Not listed refers to a database limitation; assume Tier 3

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- 4 -

Dymista

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5

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PTX0271-00005

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