

**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

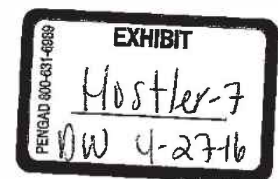
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Betsy,  
Can you please send the attached brand plan to Steve and Bill?

Kind Regards,  
Stuart

Stuart Loesch  
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**Dymista<sup>®</sup>**

## Marketing Plan 2015

Dymista

drug of choice  
for allergic rhinitis

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PTX0271-00002

## 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

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Dymista

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## Content

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

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**Dymista**

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## 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% <sup>1</sup>
Covered (Unrestricted Tier 3)	26%
Restricted (PA/SE)	12%
Not Covered	30%

PA= Prior Authorization

SE= Step Edit

<sup>1</sup>First half of 2015 prior to Nasonex generic

<sup>2</sup>Not listed refers to a database limitation; assume Tier 3

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**Dymista**

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