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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 Country Business Unit	September 24, 2012 United States
Product Manager	Marketing Jeff Germani
Medical Manager Product Team:	Nancy Ruiz, MD Stuart Loesch, Meghan Hausner and Katie
	Weiberth

ACOM

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Dymista

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Content

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

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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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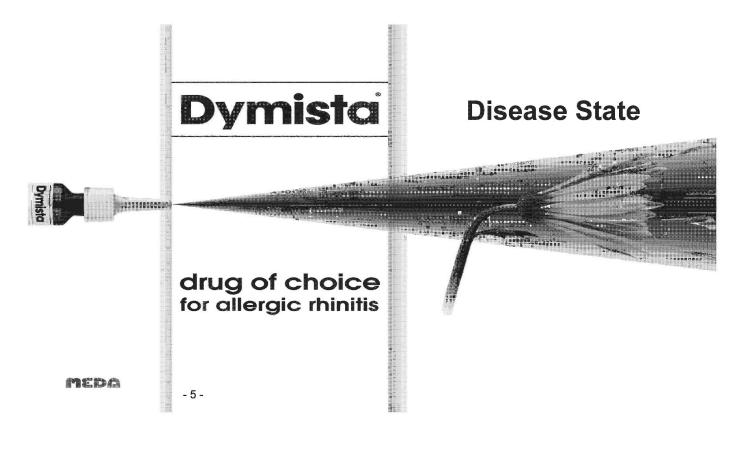
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PA= Prior Authorization

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