

Product	Manufacturer	Therapy Area	Message	Delivery	Credibility	Relevancy	Recall Ability
Onglyza	Bristol-Myers Squibb	Diabetes	Onglyza produces no weight gain and may have long-term beneficial effects on beta-cell function.	5	5	6	6
Stelara	Centocor Ortho Biotech	Psoriasis	The unique mechanism of action may impart better efficacy in psoriasis than TNF agents.	5	4	6	6
Saphris	Schering-Plough	Bipolar Disorder	Saphris may be an option for patients who are unable to take other atypicals due to significant weight gain. There is still more to be seen with this drug (and we reviewed PI together with regards to metabolic effects)	5	6	6	6
Zevalin	Spectrum Pharmaceuticals	Cancer - Therapeutic	Zevalin is a cost effective alternative to Rituxan maintenance therapy for non Hodgkins lymphoma	5	4	3	5
Norditropin	Novo Nordisk	Growth Hormone Deficiency	Norditopin's pen device is most preferred amongst payors and physicians.	6	5	5	6
Toviaz	Pfizer	Overactive Bladder	A new OAB product with a cleaner side-effect profile with better tolerability and adherence.	5	4	3	5
Onglyza	AstraZeneca	Diabetes	Onglyza is the only oral diabetes drug that has addressed or passed the FDA's new requirements regarding cardiovascular safety.	4	5	4	5
Copaxone	Teva	Multiple Sclerosis	"REGARD" and BEYOND" trial results suggest that Copaxone produces similar results in terms of "time to relapse' when compared to Rebif. Both trials were head to head with Rebif.	5	5	6	5
Savella	Forest Laboratories	Fibromyalgia	Dosage comparison: Avg Savella dosge ~100mg/ day while Cymbalta at ~70mg and Lyrica at 190mg. Savella more cost effective	6	5	7	6

(Likert Scale 1=Very Low and 7 = Very High)