

OXECTA BRAND PERFORMANCE

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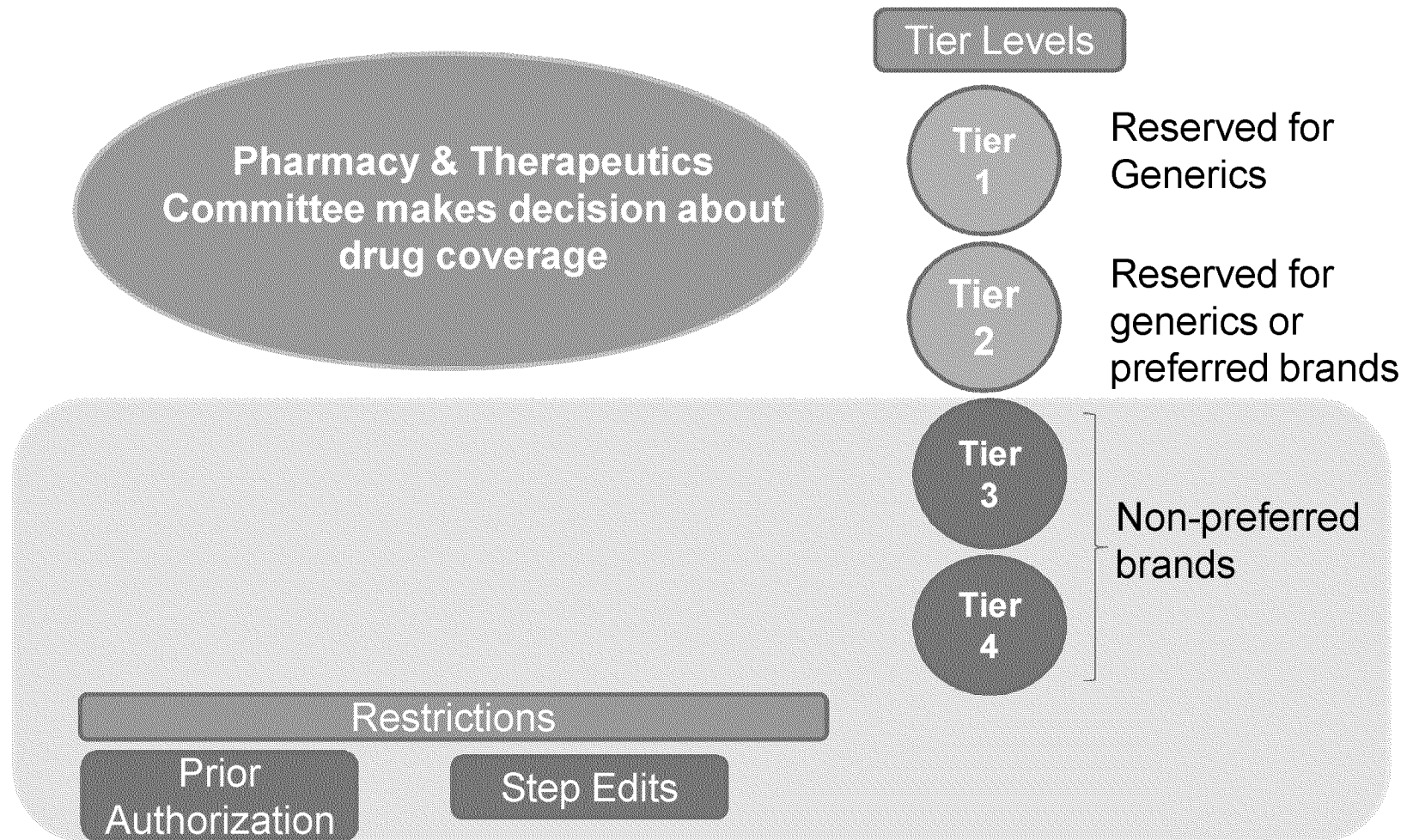
Oxecta Tablets (Pfizer)

- IMS Data

2012 MAT Sales \$	2012 MAT Sales Units	2013 MAT Sales \$	2013 MAT Sales Units
\$107,116	403	\$193,855	706

- Pricing
 - WAC \$292.20
 - AWP \$350.64

Access



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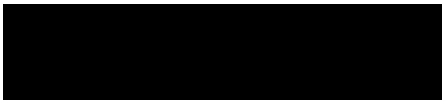
TRENDS

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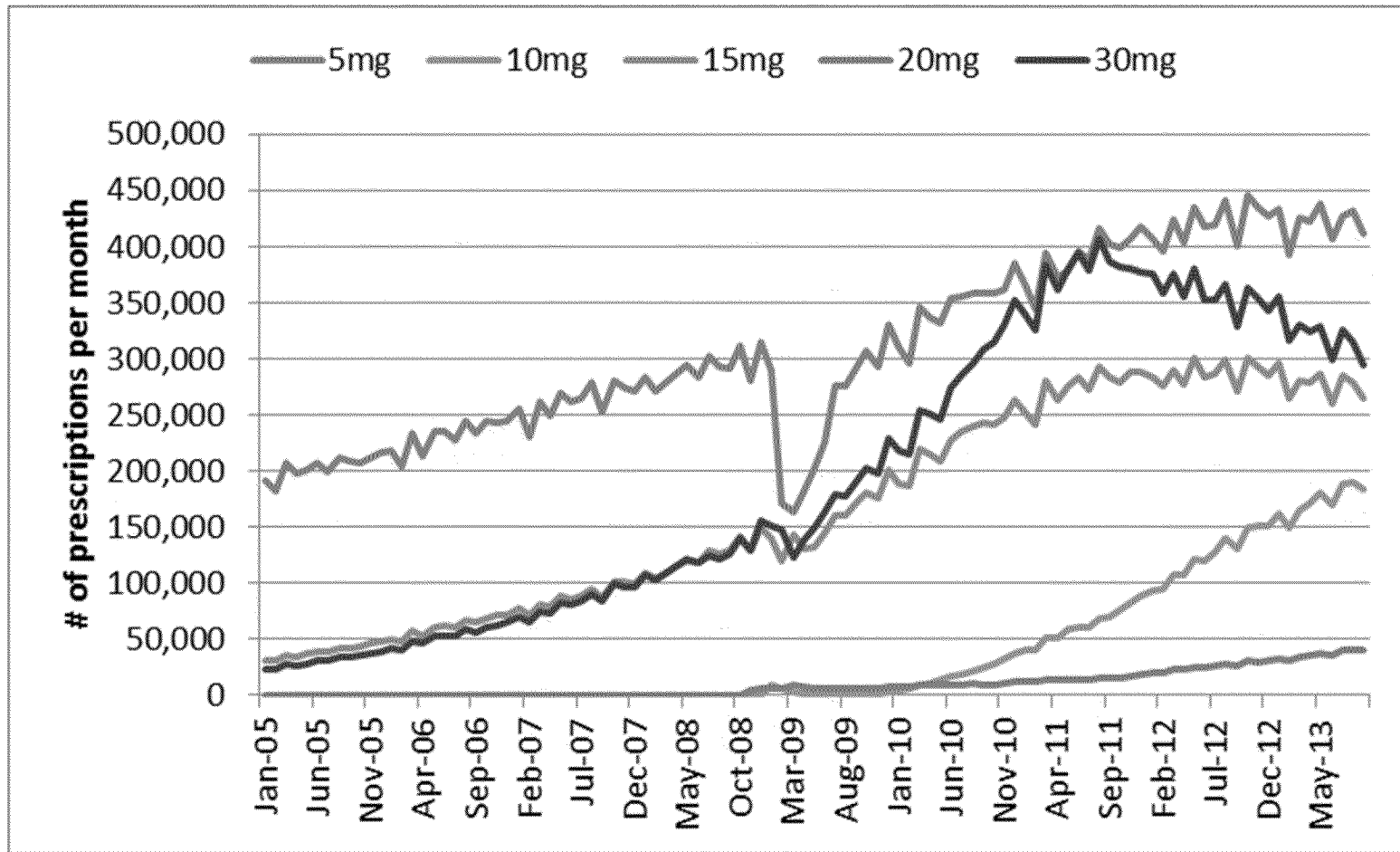
IR single-entity oxycodone prescriptions by dosage strengths between 2005-2013 (IMS data)

National and State-Specific Trends by Dosage Strength

Note: States ordered by volume of 30 mg prescriptions

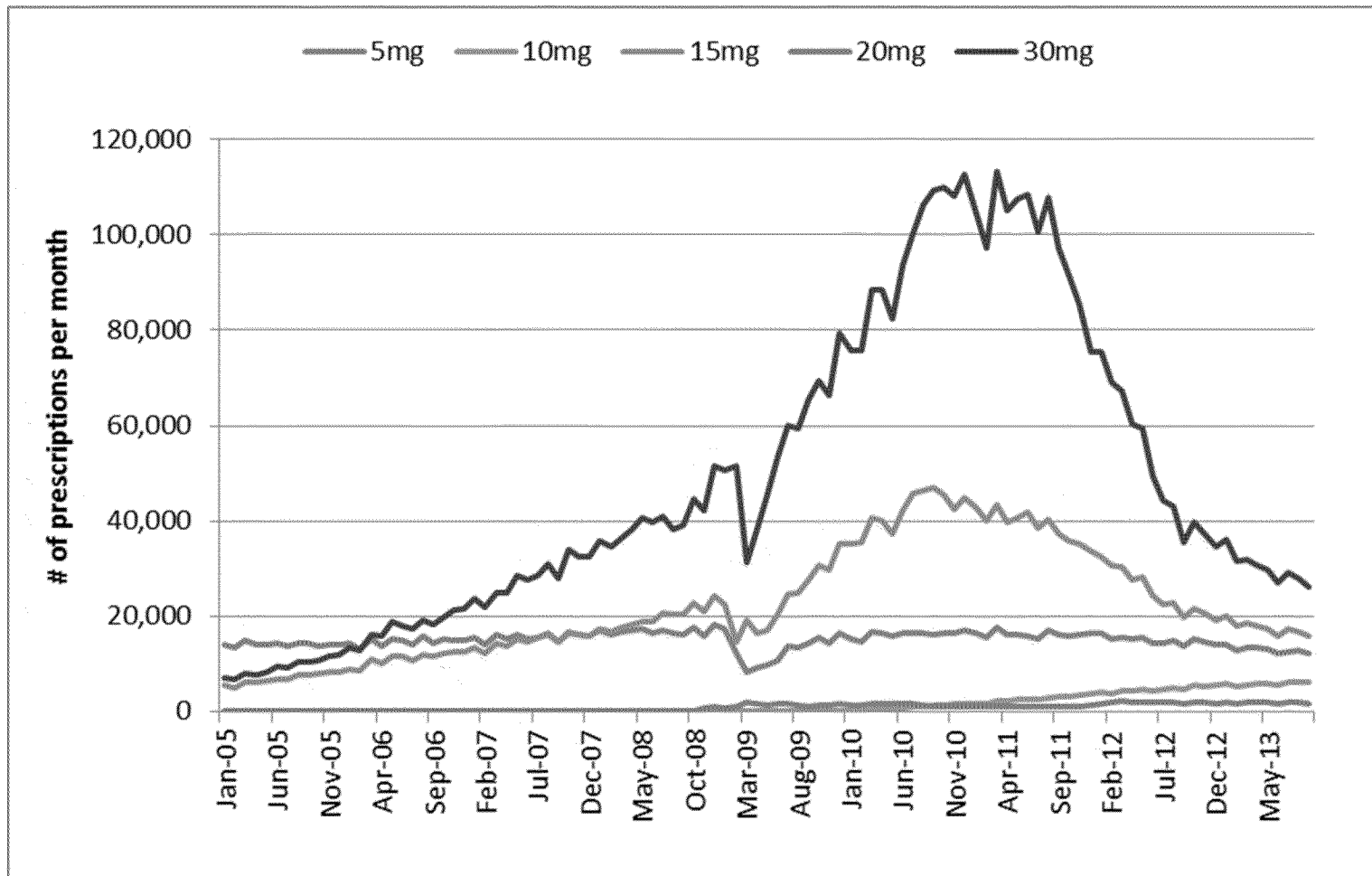
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- Risk Management & Epidemiology
- Purdue Pharma LP

Nationwide single entity IR oxycodone prescriptions (Jan2005 - Sept2013)



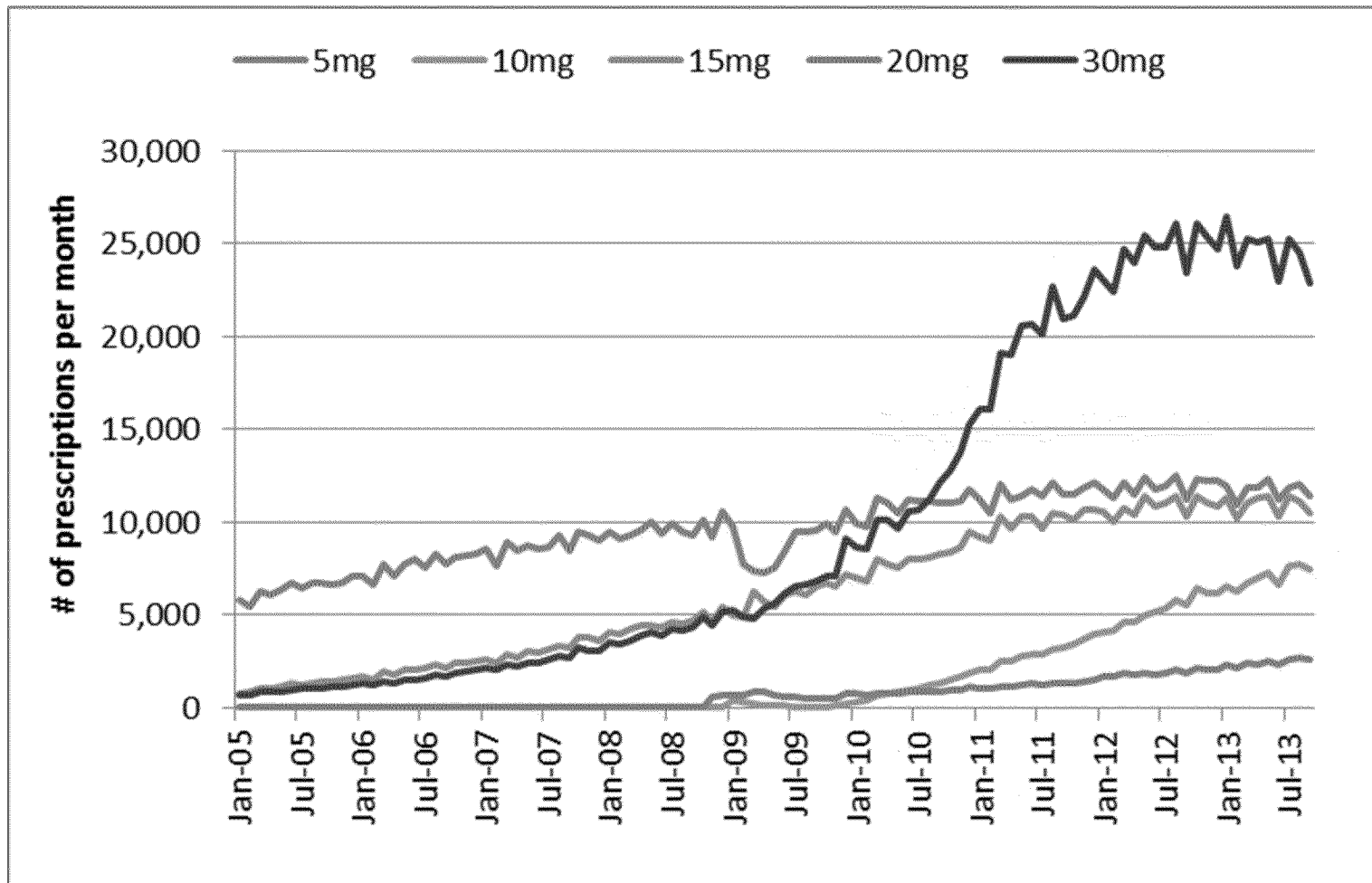
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SE IR oxycodone prescriptions for **Florida** (2005-Sept2013)



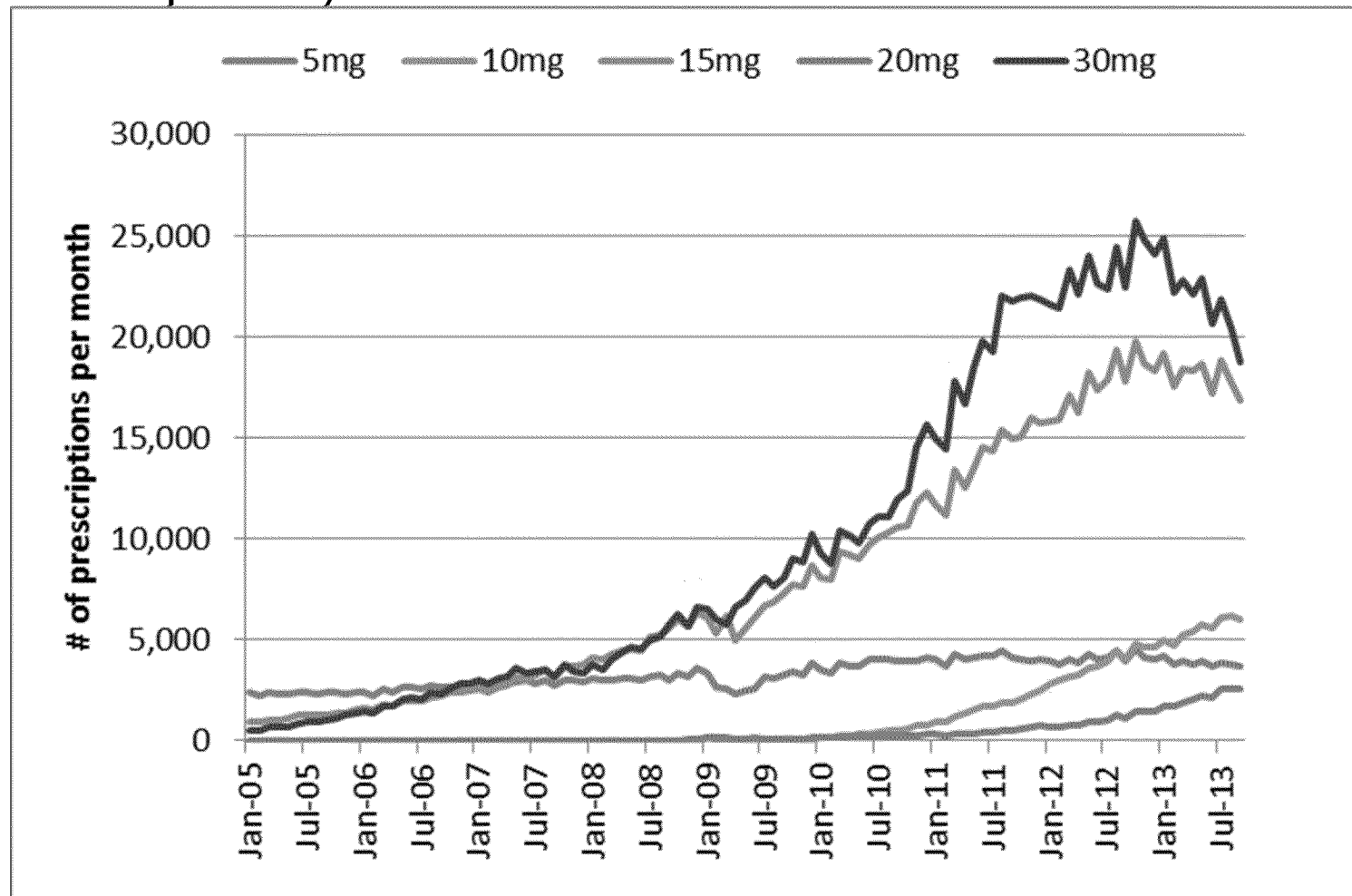
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SE IR oxycodone prescriptions in **California** (2005 – Sept2013)



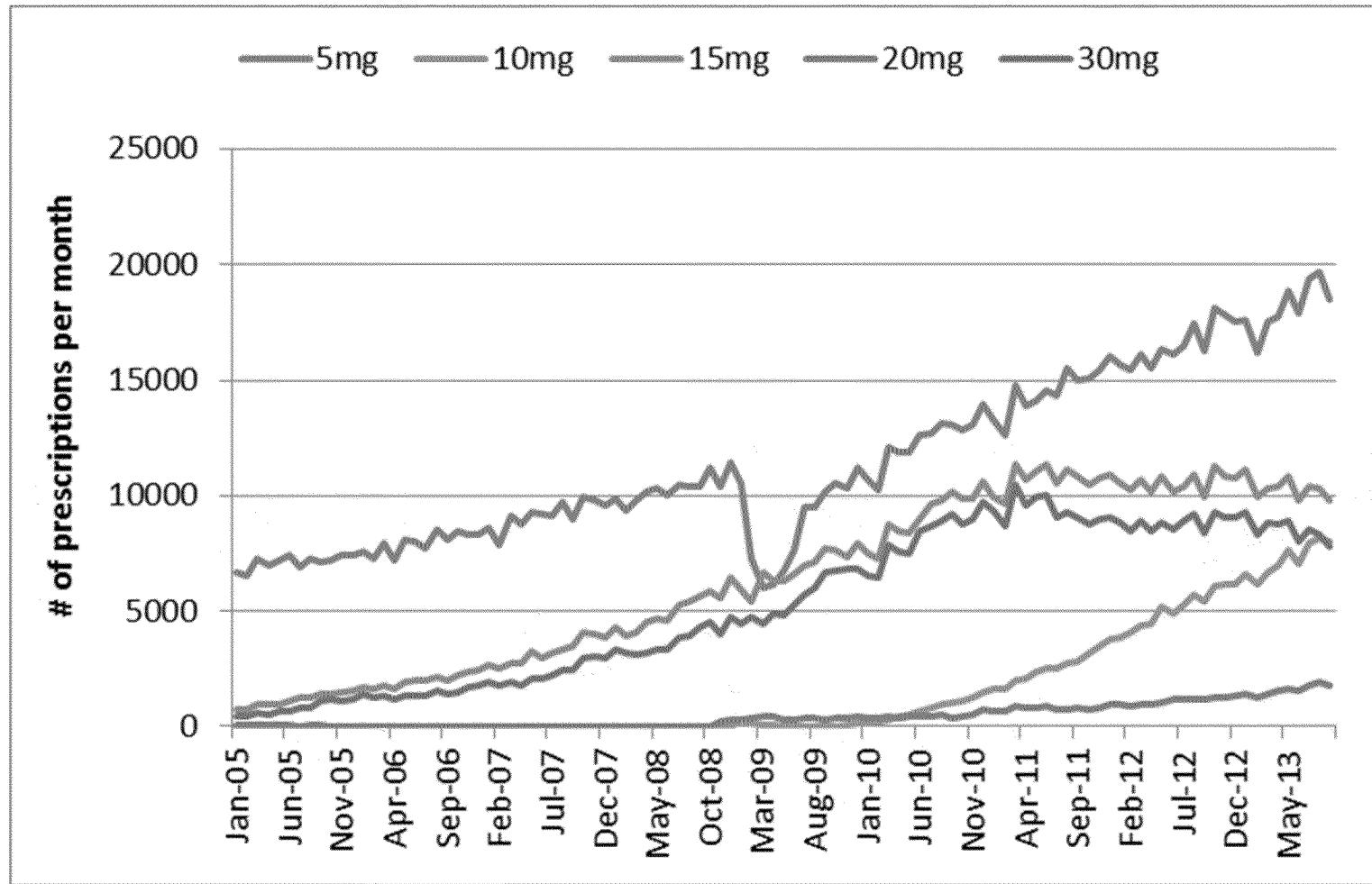
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SE IR oxycodone prescriptions for Tennessee (2005-Sept2013)



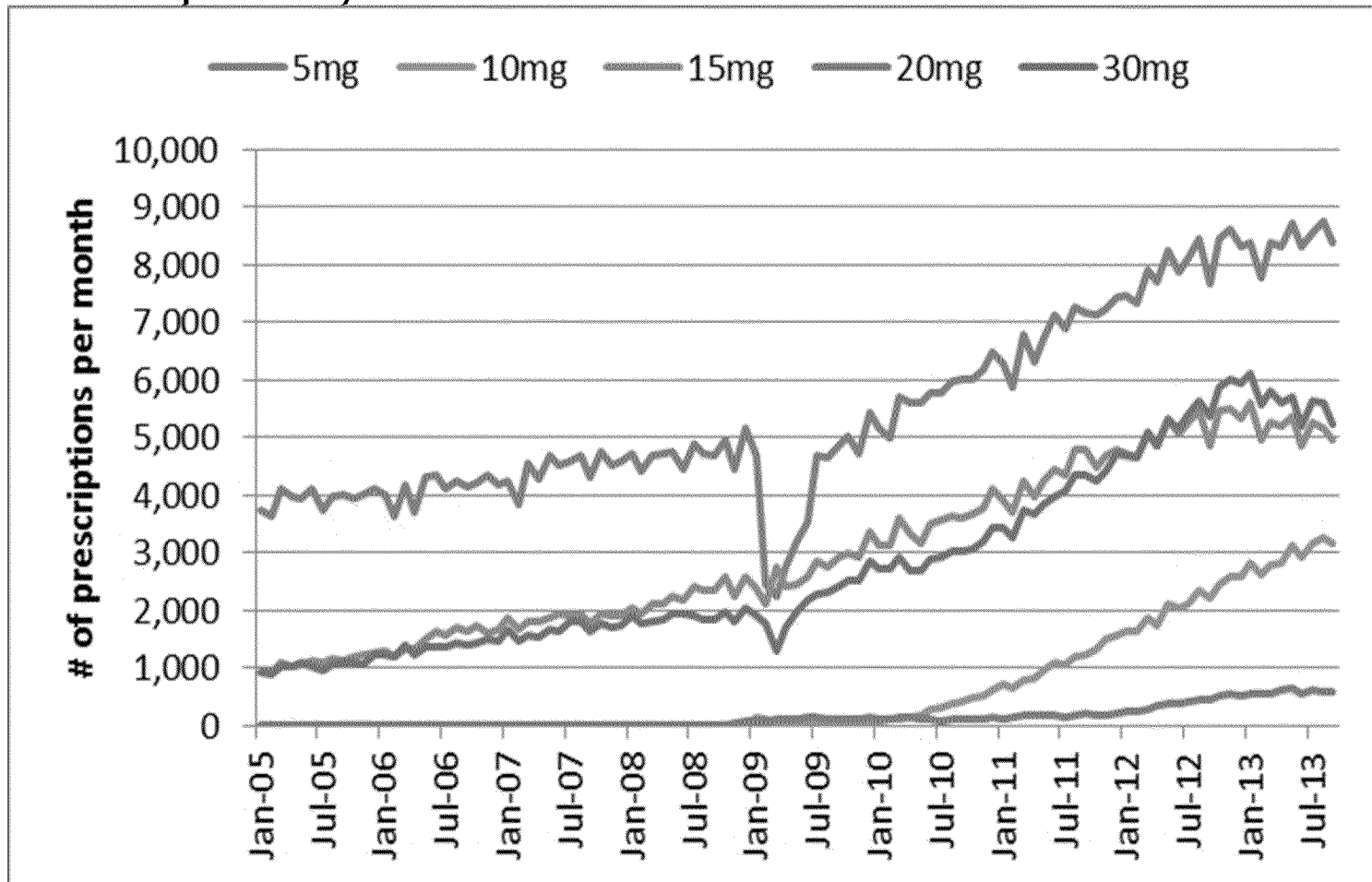
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SE IR oxycodone prescriptions in Ohio (2005-Sept2013)

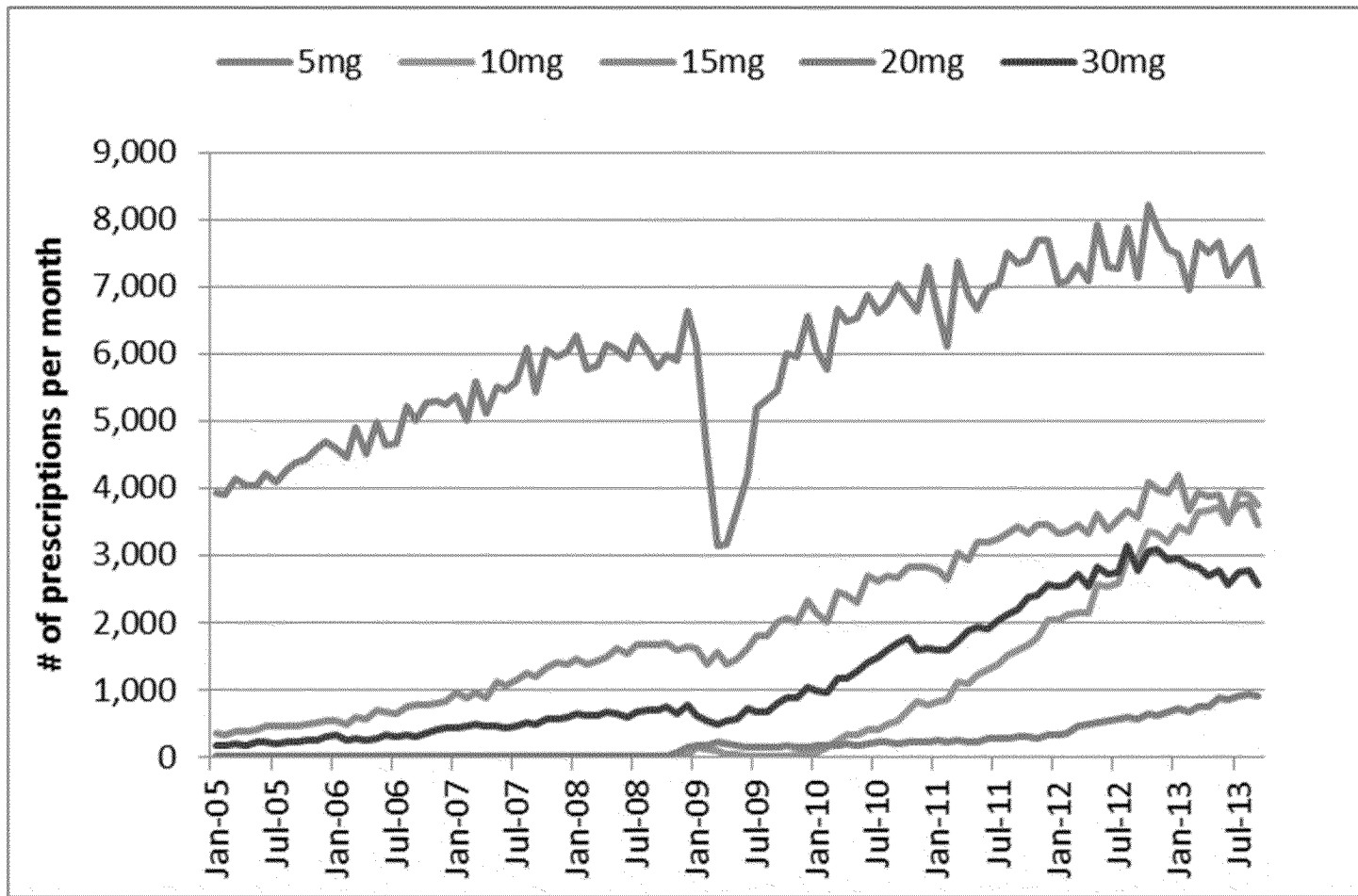


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SE IR oxycodone prescriptions in **Connecticut** (2005-Sept2013)

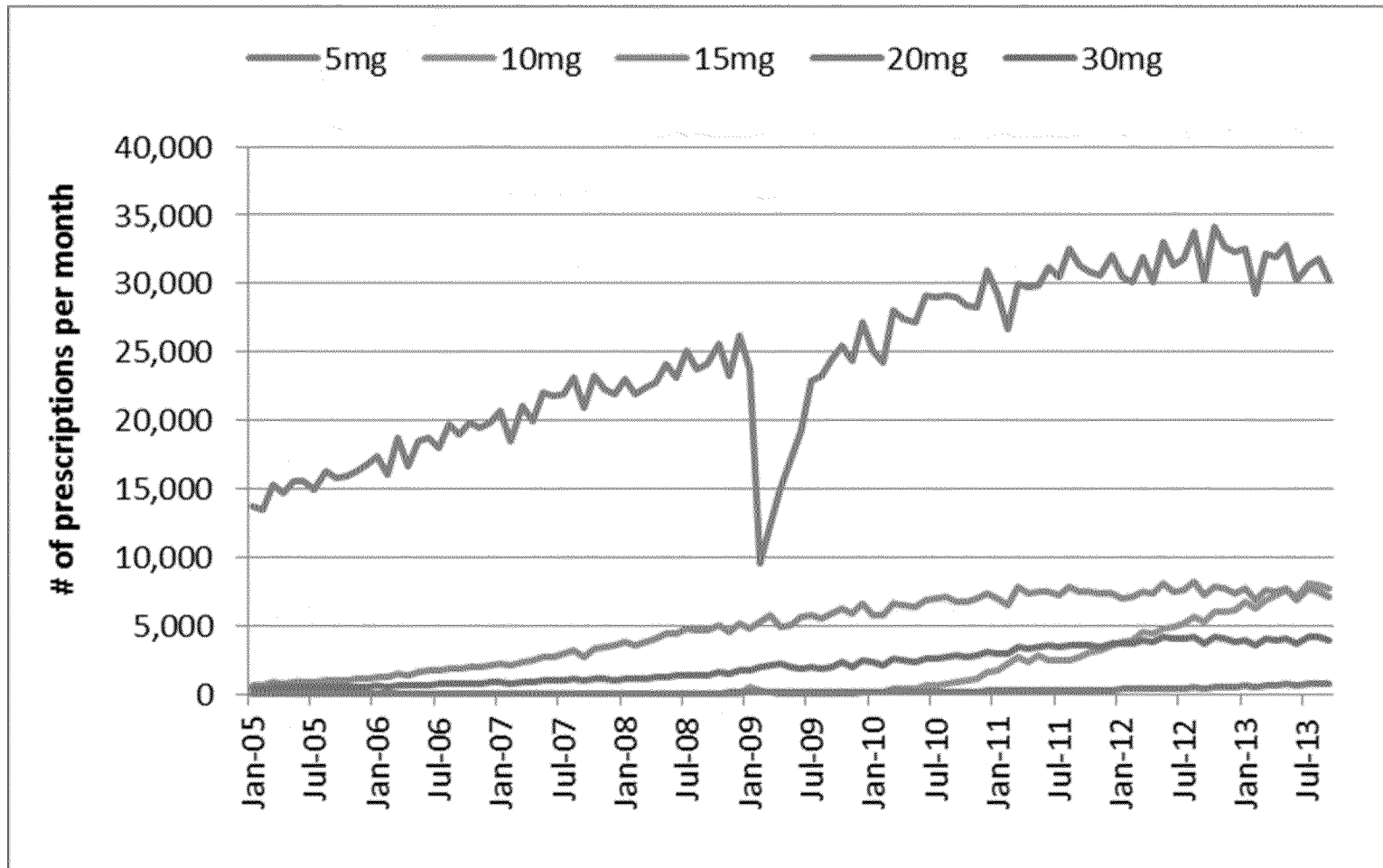


SE IR oxycodone prescriptions for **Missouri** (2005-Sept2013)



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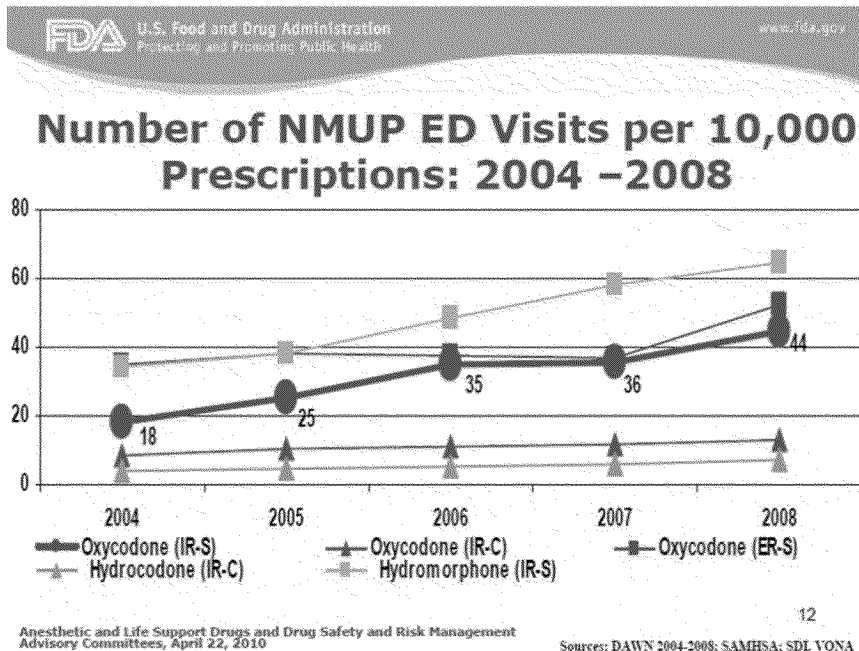
SE IR oxycodone prescriptions in **Washington** (2005-Sept2013)



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DAWN Data Presented by FDA at Advisory Committees

April 2010 Ad Comm (Oxecta)



July 2010 Ad Comm (Class REMS)

FDA U.S. Food and Drug Administration
Protecting and Promoting Public Health
www.fda.gov

NMUP Ratio: Number of NMUP ED Visits per 10,000 Retail Prescriptions 2004 – 2008

NMUP Ratios	2004	2005	2006	2007	2008
IR					
Oxycodone IR	7.3	9.1	9.5	10.2	12.4
Hydrocodone	4.0	4.4	5.0	5.4	7.1
ER/LA					
Oxycodone ER	42.0	48.9	55.5	59.1	84.5
Fentanyl Transdermal	23.5	25.8	33.1	30.4	37.4
Hydromorphone	34.3	38.6	48.4	58.3	64.6
Morphine ER	17.0	6.9	12.5	13.9	11.8

*Source: SDI Vector One®: National (VONA). Extracted June, 2010

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Rates of Opioid Overdose among Patients by Opioid Type

MarketScan Commercial Insurance Database (1Q2008 through 1Q2012)

Opioid	Immediate-Release Alone			Extended-Release Alone			Extended-Release + any Immediate-Release		
	Overdose cases ^a	Person-years (PY)	Incidence Rate per 100 PY	Overdose cases ^a	Person-years (PY)	Incidence Rate per 100 PY	Overdose cases ^a	Person-years (PY)	Incidence Rate per 100 PY
Hydrocodone	649	293997	0.22	NA	NA	NA	NA	NA	NA
Oxycodone	246	68801	0.36	23	5861	0.39	78	6884	1.13
Morphine	6	639	0.94	9	3485	0.26	70	4289	1.63
Oxymorphone	0	97	NC	4	669	0.60	7	1080	0.65
Hydromorphone	22	2845	0.77	0	42	NC	1	88	1.13
Tapentadol	3	1586	0.19	0	77	NC	2	54	3.71
Fentanyl	0	51	0.00	9	4014	0.22	79	4029	1.96
All opioids^d	1413	542949	0.26	70	22561	0.31	313	19973	1.57

Rates of abuse from the ASI-MV population during (10/1/2011 - 9/30/2012)

	Total abuse cases	Cases per 100 ASI-MV assessments (N = 67,561)			Cases per 100 prescription opioid abusers assessed (n = 13,833)			Cases per 100,000 prescriptions dispensed		
	n	Rate	95% CI		Rate	95% CI		Rate	95% CI	
OxyContin (reformulated)	1,732	2.56	2.44	2.68	12.52	11.97	13.07	38.60	36.79	40.42
OxyContin (original)	1,660	2.46	2.34	2.57	12.00	11.46	12.54	--	--	--
Single-entity oxycodone IR	1,951	2.89	2.76	3.01	14.10	13.52	14.68	13.80	13.19	14.42
Hydrocodone IR combination	6,092	9.02	8.80	9.23	44.04	43.21	44.87	5.65	5.51	5.80
Original oxymorphone ER	--	0.59 -1.95	0.56 - 1.74	0.62 - 2.15	3.17 - 9.28	3.02 - 8.34	3.32 - 10.22	65.48 - 116.68	62.32 - 104.25	68.63 - 129.11
Morphine ER	870	1.29	1.20	1.37	6.29	5.88	6.69	16.55	15.45	17.65

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