



**DRUGS THAT LOST  
 PATENT PROTECTION**

**April 2008**

BRAND NAME	GENERIC NAME	INDICATION
ZEMURON	rocuronium bromide	Muscle relaxant
VUSION	miconazole nitrate; white petrolatum; zinc oxide	Diaper rash; Yeast infections
ESTROSTEP 21	ethinyl estradiol; norethindrone acetate	Birth control
ESTROSTEP FE	ethinyl estradiol; norethindrone acetate	Birth control
LODINE XL	etodolac	NSAID

**COMMENT:** Check your formularies to ensure that patients are paying generic copays for these drugs.

**WHAT ARE PAYERS DOING  
 ABOUT ZETIA AND VYTORIN?**

The delay by manufacturers in publishing the results of studies that were not good for Zetia and Vytorin was not helped by the final presentation of results at the American College of Cardiology (ACC) meeting this year. A survey of 71 execs taken during the week immediately following the American College of Cardiology meeting finds that 67% felt there would be “no immediate change” to their coverage plans. (Cognet-X, a healthcare research firm)

**ANTIPSYCHOTICS IN KIDS –  
 New Jersey’s Attorney General  
 Takes Action**

New Jersey’s Medicaid program spent more than \$73 million on several antipsychotic meds for children less than 18 years old between 2000 and 2007, according to state records, even though the drugs weren’t approved by the FDA for treating kids. And a state official acknowledges the drugs may have been prescribed for conditions other than schizophrenia and bipolar disorder, the approved uses.

As a result, New Jersey is part of a multi-state working group investigating the marketing of Lilly’s Zyprexa. Actually, about 30 states are looking into the controversy over off-label promotion and the extent to which side effects, such as diabetes and weight gain, were hidden.

**COMMENT:** Check your use of antipsychotics in kids/children. Messages should be sent to physicians to make them aware of any problems.

**HAVE YOU VISITED  
 THE PRO PHARMA WEBSITE  
 LATELY?**

We invite you to view our recently designed website at

The reason? The marketplace will make changes for them. About 84% expected prescribing to shift dramatically from Vytorin to generic versions of Zocor, or simvastatin. And roughly 53% expect more Crestor scrips to be written, while 38% foresee greater Lipitor utilization. But 81% said any changes would be made within six months.

Possible Changes:

- 18% expect a possible tier change (especially to Tier 3, or non-preferred)
- 8% foresee the possible addition of step therapy or prior authorization
- 5% say their P&T committee will evaluate Vytorin

**COMMENTS:**

- The results of [ENHANCE] might affect step therapy on Lipitor and Crestor.
- Currently, step therapy protocols require Simvastatin, then Vytorin, prior to Lipitor and Crestor. Step therapy may remove Vytorin in order to get Lipitor and Crestor easier.
- Some may evaluate the need for either Lipitor or Crestor on Tier 2

www.propharmaconsultants.com.

We are proud of our **22 Years** of service in the industry, providing valued products and services as detailed on our new **History** page. Our new and refreshed menu bar was formatted to make it easier to find those products and services of interest to you and your organization.

We have added a section entitled **Client Segments** to enable you to find those unique products and services as follows:

- [Public Entities](#)
- [Private Sector](#)
- [Consulting / Financial Sector](#)
- [Insurance / Workers' Comp](#)

The **Consulting Services and Products** area has been expanded to include:

- [Strategy/Strategic Implementation](#)
- [Benefit Management / Oversight](#)
- [Trend Management](#)
- [Forecasting / Modeling](#)
- [Rebate Oversight & Analysis](#)

If you have any questions, please contact Carol Stern at (888) 701-5438, Ext. 715.

**Pro Pharma Pharmaceutical Consultants, Inc. has assisted Payers and Providers for over 22 years to Maintain Quality while Controlling Costs.**