

lipitor branding strategy

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It's the only brand-name drug among the 20 most-dispensed drugs in the U.S. Nicknamed "turbostatin," Lipitor became the top-selling statin barely three years after it was launched. In Europe, Pfizer extended the drug's patent protection by six months to May 2005, with the announcement of new paediatric data enabling the launch of a chewable grape-flavoured version of Lipitor for children in the EU by November 2005. Back in the early 1990s, the public was just starting to learn what cholesterol was. Pfizer has also taken the unusual step of setting up its own mail-order service to supply Lipitor, targeting patients who have been taking Lipitor for years and are reluctant to switch to a different, non-branded version. Lipitor went on sale in 1996, the year the Food and Drug Administration first allowed drug ads targeting consumers. I have forgotten my password. Its patent is still in force in many other countries and Pfizer is promoting it heavily in emerging markets such as China. When it was in development, the cholesterol-lowering medicine was viewed as such an also-ran it almost didn't make it into patient testing. Its patent is still in force in many major foreign countries and Pfizer is promoting it heavily in emerging markets such as China. Meanwhile, health groups kept lowering the cholesterol targets in national guidelines, making millions more patients good candidates for statin treatment, as new research showed the link between cholesterol levels and consequences such as heart attacks. The results were far better than what had been seen in the animal tests. Sanford Bernstein analyst Dr. All those new patients boosted sales for the whole statin class, particularly Lipitor. Dec 28, - It's the only brand-name drug among the 20 most-dispensed drugs in the U.S., according to data firm IMS Health. In recent years, Pfizer has focused on creating other types of drugs and on another unprecedented strategy this one for hanging onto Lipitor revenue until June, when multiple new generic. Aug 26, - Four years ago Pfizer's aggressive response to Lipitor's patent expiry created a game-changing playbook for pharmaceutical promotion. Instead of following industry standards and passively allowing the world's best-selling drug to be priced out of the market by generics, Pfizer took to the warpath. It offered. Nov 30, - Ultimately the brand would retain less than 10 percent of the market share by volume (usually % after a few years). However, Pfizer in an effort to preserve the value of the Lipitor brand has implemented a new, aggressive post-patent strategy to maintain as much of the Lipitor market as possible. Dec 1, - Despite its unusual strategy to preserve Lipitor revenue, percent of health plan and PBM execs believe the various Pfizer moves will not protect Lipitor. These include offering incentives to health plans and pharmacy benefit managers to favor its brand-name drug (look here); providing consumers a. May 11, - The Wall Street Journal reported this week that Pfizer is giving up on Lipitor, dramatically cutting back on marketing support. This isn't surprising. Lipitor, Pfizer's multi-billion dollar cholesterol lowering medication, lost patent protection at the end of A number of generic medications will soon enter the. Pfizer doesn't intend to concede the market for its cholesterol-lowering drug Lipitor to generic competitors after the blockbuster brand loses its U.S. monopoly at the end of the month. Mar 15, - Pfizer's Lipitor Strategy and the Generic Monster. After more than three months, Lipitor share is now tracking above historical generic substitution patterns, i.e., the brand-name version is losing share more slowly than a typical generic drug. The pretty picture below tells the tale. As expected, will. Nov 29, - Pfizer's aggressive strategy may offer lessons for drug makers facing similar losses of patent protection for other blockbuster drugs over the next few years. Some deals require pharmacies to reject prescriptions for low-cost generics, starting Thursday, and substitute a discounted name-brand Lipitor. Nov 14, - "That means plan sponsors will be forced to pay more for brand Lipitor even though a low cost generic is available." Paul Bisaro, CEO of Pfizer's authorized-generic partner Watson Pharmaceuticals (\$WPI), told the Times that the arrangements would raise healthcare costs, not to mention hurt his attempts to. But in a crowded market with tightening margins, the new-product, new-brand strategy is becoming less and less feasible. We don't believe that drug Even when the companies were locked in a takeover battle, the co-marketing arrangement helped to turn Lipitor into a blockbuster in record time. Launched in as the.