

Sun Pharmaceutical Industries Inc

Vermont New Product Launch Report

NDC	DRUG PROD DESC	INTRODUCED TO MARKET DATE
63304-0041-27	Lenalidomide Caps 2.5Mg 28ct	3/20/2023
63304-0042-27	Lenalidomide Caps 5Mg 28ct	3/20/2023

63304-0043-27

Lenalidomide Caps 10Mg 28ct

3/20/2023

63304-0044-22

Lenalidomide Caps 15Mg 21ct

3/20/2023

63304-0045-22

Lenalidomide Caps 20Mg 21ct

3/20/2023

63304-0046-22

Lenalidomide Caps 25Mg 21ct

3/20/2023

10 or 11 Digit NDC

This will include: Drug Trade Name, Active
Ingredient, Strength, and Size

Date Product was commercially
available

WAC AT INTRODUCTION	MARKETING PRICING PLAN	MARKETING PRICING NONPUBLIC
\$20,157.36	<p>As this is a generic pharmaceutical product, Sun does not engage in marketing activities typically attendant to branded products. There are no direct to consumer marketing activities of any kind, and no promotion of the product to physicians or other healthcare providers. Sun contracts at a price discounted from brand WAC with specialty pharmacies and wholesalers.</p> <p>Sun utilized appropriate pricing planning based on current and predicted market conditions. Sun determined setting WAC at a 15% discount from brand WAC would enable it to maximize sales and minimize competitive risk.</p>	N
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\$15,118.04

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N

WAC on the date the Product was commercially available

A narrative description of the marketing and pricing plans used in the launch of the new prescription drug in the United States and internationally Please respond with Yes or No

ESTIMATED PATIENTS	BREAKTHROUGH THERAPY INDICATOR	PRIORITY REVIEW INDICATOR
235,000 patients	N	N
235,000 patients	N	N

235,000 patients

N

N

235,000 patients

N

N

235,000 patients	N	N
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235,000 patients	N	N
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The estimated number of patients in the United States with a condition for which the new prescription drug may be prescribed

Indicate whether the drug was granted breakthrough therapy designation or priority review by the federal Food and Drug Administration prior to approval

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ACQUISITION DATE	ACQUISITION PRICE	ACQUISITION PRICE NONPUBLIC
N/A	N/A	N/A
N/A	N/A	N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A	N/A	N/A
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N/A	N/A	N/A
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If this field in N/A then please leave blank

If this field in N/A then please leave blank

Please respond with Yes or No



ACQUISITION PRICE COMMENT	GENERAL COMMENTS
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N/A	N/A
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N/A	N/A
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N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

If this field in N/A then please leave
blank
