



September 16, 2019

**NOTIFICATION PURSUANT TO
18 V.S.A. § 4637(b)**

Subject: New prescription drug report

To: The Office of the Attorney General of Vermont

AMAG Pharmaceuticals hereby submits to the Attorney General of Vermont of the following new prescription drug reporting requirements pursuant to 18 V.S.A. § 4637(b):

Name of New Prescription Drug	NDC Number	Date of Commercial Availability	Wholesale Acquisition Cost as of the date of Commercial Availability
VYLEESI™ (bremelanotide) 1.75 mg bremelanotide in a 0.3mL solution	64011-0701-04	August 19, 2019	\$899.00

Marketing Plan Description:

Promotion of Vyleesi™ to physicians or other health professionals will be limited to AMAG's sales force, digital media, and relevant medical conferences. Direct to consumer media will be used to help create awareness of Vyleesi™ among the indicated patient population who could experience generalized and acquired Hypoactive Sexual Desire Disorder (HSDD). Media will be limited to non-TV digital display and video advertising on social media and web sites. A copay program will be offered to commercially insured eligible patients to help offset patient out of pocket costs not covered by their insurer. Consistent with government regulations, government insured patients (e.g. Medicaid) will not be eligible for the copay program. AMAG is also evaluating the potential opportunity of offering samples of this product by rolling out a small samples pilot program.



Estimated Number of Patients:

Approximately 5.8 million premenopausal women have Hypoactive Sexual Desire Disorder (HSDD). AMAG is estimating that 1% of the total eligible population may be prescribed Vyleesi™, which would equate to approximately 4,833 patients per month nationally.

Breakthrough Therapy/Priority Review/Acquisition Date:

Vyleesi™ was not granted breakthrough therapy designation or priority review by the FDA, and it was not an acquired product.

AMAG believes that this report contains all of the required report elements for a new prescription drug report. Please let us know if any additional information is required.

Sincerely,

A handwritten signature in blue ink that reads "Jill Page".

Jill Page

Director, Government Programs & Price Reporting

