From: Paul Sparks
To: AGO - High Cost Prescription Drugs
Subject: Viela Bio, Inc.- UPLIZNA™ New Drug Report
Date: Wednesday, August 12, 2020 12:32:26 PM
Attachments: image001.png
Importance: High

To Whom it May Concern:

Viela Bio , Inc. (Viela) is providing this information in accordance with 18 V.S.A. § 4637(c), which requires that prescription drug manufacturers notify the Office of the Attorney General and to provide certain information following the release of a drug in the commercial market whose Wholesale Acquisition Cost ("WAC") exceeds the threshold set for a specialty drug under the Medicare Part D Program.

Viela released UPLIZNA™ into the commercial market on July 13, 2020. At launch, UPLIZNA's™ WAC exceeded the threshold set for a specialty drug under the Medicare Part D Program.

Please see the following requested information:

- **Description of the marketing and pricing plans used in the launch of the new drug in the United States and internationally:**
  - UPLIZNA™ is the first and only B-cell depleter approved for the treatment adult patients with AQP4+ neuromyelitis optica spectrum disorder (NMOSD). Viela's approach to marketing includes a focus on educating healthcare professionals, primarily neurologists, about the devastating effects of this rare disease and providing information about the efficacy, safety and dosing of UPLIZNA™. Marketing includes dissemination of print materials, digital advertising, in-person presentations and virtual engagements. In addition to healthcare professionals, Viela also provides educational resources and support to the patient community in collaboration with advocacy organizations
  - Viela's approach to pricing innovative therapies is driven by the value a drug brings to customers. Leading up to FDA approval, the company engaged with key stakeholders—including patients, payers and physicians—to better understand the value this medicine could bring to people affected by NMOSD, who despite recent innovation, have limited treatment options
- **The estimated volume of patients who may be prescribed the drug:**
  - In the U.S., it is estimated that there are approximately 10,000 patients with NMOSD. The number of patients that will be prescribed UPLIZNA™ is not able to be estimated with specificity.
- **Breakthrough:**
  - Yes

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