



Innovating Science.
Inspiring Hope.

Vermont New Product Launch Report

NDC	DRUG PROD DESC	INTRODUCED TO MARKET DATE	WAC AT INTRODUCTION
79952-0110-01	ZYNLONTA™ (Loncastuximab Tesirine lpyl) 10mg per Vial	05/01/2021	\$23,500.00
MARKETING PRICING PLAN		MARKETING PRICING NONPUBLIC	
Direct to consumer via social and various digital media including paid search. Direct to Prescriber Marketing via Representatives, ad campaigns and website.		Y	
ESTIMATED PATIENTS		BREAKTHROUGH THERAPY INDICATOR	PRIORITY REVIEW INDICATOR
1300		N	N
ACQUISITION DATE	ACQUISITION PRICE	ACQUISITION PRICE NONPUBLIC	ACQUISITION PRICE COMMENT
GENERAL COMMENTS			
None.			