



Vermont New Product Launch Report

NDC	DRUG PROD DESC	INTRODUCED TO MARKET DATE	WAC AT INTRODUCTION
51144-003-01	Tivdak™ (tisotumab vedotin-tftv)	9/20/2021	\$5885.00
MARKETING PRICING PLAN		MARKETING PRICING NONPUBLIC	
<p>With regard to marketing plans, efforts to ensure that healthcare providers with appropriate patients are aware of Tivdak™ include customary digital and print media campaigns, oncology account managers sharing information with healthcare providers, and engagement of healthcare providers at congresses.</p> <p>With regard to pricing plans, Seagen Inc has a passion for helping patients, and that passion includes ensuring that we reach as many of the patients with cancers that our products treat as we can. Our pricing considerations are informed by that passion, and we incorporate diverse perspectives of stakeholders in the healthcare system. We also consistently seek to balance rewarding innovation while providing appropriate access for patients. Finally, we consider the clinical value our products deliver to patients, the severity of the cancers we treat, availability of alternative treatments, market dynamics, our continued ability to deliver new state-of-the-art innovations in response to other deadly cancers, and the meaningful impact we make on patient's lives.</p>			
ESTIMATED PATIENTS		BREAKTHROUGH THERAPY INDICATOR	PRIORITY REVIEW INDICATOR
Seagen Inc does not believe the estimated number of patients in the United States with a condition for which this product may be prescribed is in the public domain. Thus, consistent with 18 V.S.A. § 4637(d), Seagen Inc has left this field blank. Seagen Inc notes this product is indicated for recurrent or metastatic cervical cancer with disease progression on or after chemotherapy, and we are able to provide the following publicly available information on cervical cancer more generally. Specifically, in 2020, there were 13,800 people diagnosed with cervical cancer in the United States. According to SEER statistics and published literature, 5,237 (out of the 13,800 incident CC patients in 2020) became eligible for 1L r/mCC treatment, among whom 2,619 (50% of 5,237) became eligible for 2L treatment.		Y	Y
ACQUISITION DATE	ACQUISITION PRICE	ACQUISITION PRICE NONPUBLIC	ACQUISITION PRICE COMMENT
GENERAL COMMENTS			
None.			