

## **Vermont Drug Price Transparency Program – Kynmobi (Sunovion)**

### **30 Day notification requirements:**

- (1) a description of the marketing and pricing plans used in the launch of the new drug in the United States and internationally;
- (2) the estimated volume of patients who may be prescribed the drug;
- (3) whether the drug was granted breakthrough therapy designation or priority review by the FDA prior to final approval; and
- (4) the date and price of acquisition if the drug was not developed by the manufacturer.

#### **1) Marketing:**

KYNMOBI™ (apomorphine hydrochloride) Sublingual Film was approved by the FDA in May 2020. It is the first and only sublingual film for the acute, intermittent treatment of OFF episodes in patients with Parkinson's disease (PD). The WAC for a trade box of 30 films is slightly higher than the Medicare Part D Specialty Tier Threshold. KYNMOBI is available in 5 strengths (10mg, 15mg, 20mg, 25mg and 30mg). To market KYNMOBI™ (apomorphine hydrochloride) Sublingual Film, Sunovion designed activities to increase awareness and understanding with healthcare providers about this new product and its clinical efficacy, safety, and tolerability. Marketing activities will include education and training provided by our existing sales force and by contracted speakers to health care providers (HCPs) in peer-to-peer forums. There will be a Direct-to-Patient advertising campaign to educate patients about KYNMOBI and the treatment of OFF episodes. Sunovion will offer copayment assistance to commercially insured patients through a copay card program. Sunovion has also signed a national agreement with Walgreen's retail pharmacies to provide easy access to a \$0 titration kit and other support services.

#### **Pricing:**

Sunovion is focused on the innovative application of science and medicine to help people living with serious psychiatric, neurological and respiratory conditions. Our philosophy around the pricing of our medications is grounded in three key pillars: providing value; facilitating broad and sustainable access; and supporting patients.

Sunovion's scientific advancements and breakthrough medical innovations help drive improvement in individual patient care and outcomes and the overall healthcare system. Our treatment options provide

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significant clinical value for patients. We are committed to working with health care providers, policy makers, and public and private payers, to ensure patients have broad and sustainable access to our innovative therapies. We offer rebates, discounts and co-pay cards. We also maintain a prescription assistance program to help patients who require financial assistance. Eligible patients are able to access Sunovion's life-changing therapies at no cost.

The price of Kynmobi was guided by our key pillars. We believe that Kynmobi's strong safety and efficacy profile, as demonstrated in clinical trials, and unique route of administration exemplify scientific innovation and deliver significant benefits to patients living with Parkinson's disease. We sought to balance the need to sustain current business operations and fuel future innovation with the interests of ensuring broad and open access for patients. We considered feedback from patients, physicians and payers, unmet medical needs, patient affordability, and the medication's likely coverage and formulary placement. We also evaluated competitor products within the Parkinson's disease space and strove to deliver the benefits of Kynmobi to patients, physicians and payers at a lower list price than its branded competitors.

Except as otherwise described, we did not use any cost-based pricing, quality-adjusted pricing, value-based pricing, or other specific pricing models or strategies in setting the price for Kynmobi.

**2)1000 month**

**3)No**

**4) 10/21/2016 - \$635,000,000**