

TrendsRx® Generic Launch Alert

venlafaxine hydrochloride extended-release (Effexor XR®)*

Therapeutic Class _____

- Serotonin-Norepinephrine Reuptake Inhibitor (SNRI) - Antidepressant

United States Industry Brand Sales† _____

- \$2.7 Billion

Available Dosage Form and Strengths _____

- Oral capsules, extended-release; 37.5 mg, 75 mg and 150 mg

Launch Date‡ _____

- June 29, 2010

Market Insight _____

- Effexor XR is indicated for the treatment of:
 - Major depressive disorder
 - Generalized anxiety disorder
 - Social anxiety disorder
 - Panic disorder, with or without agoraphobia
- The capsule formulation is AB-rated.
- Teva Pharmaceutical Industries Ltd. has been awarded a 180-day period of exclusivity to market generic venlafaxine HCl extended-release (ER) capsules.
- Please note: Venlafaxine Extended Release (ER) is a branded product and is available in tablet form only. Although both products contain the same active ingredient, Venlafaxine ER tablets cannot be substituted for the brand or generic version of the Effexor XR capsule formulation.

Selected Medications Available in the Class|| _____

- Generics (various manufacturers): **venlafaxine hydrochloride immediate-release**
- Brands: Venlafaxine ER Tablets (venlafaxine hydrochloride, Osmotica Pharmaceutical/Upstate Pharma LLC), **Pristiq®** (desvenlafaxine, Wyeth Pharmaceuticals Inc.), **Cymbalta®** (duloxetine, Eli Lilly and Company), **Lexapro®** (escitalopram oxalate, Forest Laboratories Inc.)

Budget Impact

- Average wholesale price:
 - venlafaxine ER: \$4.16 to \$5.08 per capsule
 - Effexor XR: \$4.63 to \$5.65 per capsule
- CVS Caremark will continue to monitor the long-term budget effects of venlafaxine ER capsule's introduction into the pharmaceutical marketplace.

CVS Caremark Response

- CVS Caremark offers publications and Web-based applications to ensure that our clients receive timely information regarding generic medications.
- In addition, many CVS Caremark physician- and plan member-targeted offerings are available to help both clients and members realize the significant cost savings that generic medications may offer.
- For more information, call your CVS Caremark account representative.

CVS Caremark encourages the use of generic medications as first-line therapy wherever appropriate.

You can count on CVS Caremark to pursue every opportunity to encourage generic utilization by both physicians and plan members.

Please Note: This document provides a brief overview of the subject. This review is provided as a reference only and is based in part on information derived from third parties.

* This information is current as of July 6, 2010. The information presented is subject to change and is represented to the best of our knowledge at the time of this publication.

† Industry sales data from the last 12 months.

‡ A launch date may not reflect the actual availability of this medication. Due to circumstances beyond the control of CVS Caremark, information related to prospective medication launch dates is subject to change without notice. This information should not be solely relied upon for decision-making purposes. This medication is expected to be available in pharmacies within a few days of launch.

|| Medications in bold font are currently on the CVS Caremark Performance Drug List and CVS Caremark Primary/Preferred Drug List.

This document contains references to brand-name prescription drugs that are trademarks or registered trademarks of pharmaceutical manufacturers that are not affiliated with CVS Caremark.

References

- CVS Caremark Generic Contracting Team.
- CVS Caremark Internal Pharmacy Budget Impact, Research and Development.
- Medi-Span® Master Drug Data Base v2.5 (electronic version). Medi-Span. Indianapolis, IN. Available at: <http://www.medispan.com/master-drug-database.aspx>. (Cited July 6, 2010.)
- Drugs@FDA. Rockville, MD: Food and Drug Administration, Center for Drug Evaluation and Research. venlafaxine hydrochloride XR. <http://www.accessdata.fda.gov/scripts/cder/drugsatfda/>. Accessed April 15, 2010.
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