



Generic Launch Alert:

Prescription News

quetiapine (Seroquel®)

Therapeutic Class

Atypical antipsychotic used for the treatment of schizophrenia, bipolar disorder, and acute depression.

United States Industry Brand Sales

\$4.7 billion

Available Dosage Form and Strengths

Tablets: 25 mg, 50 mg, 100 mg, 150 mg, 200 mg, 300 mg, 400 mg

Launch Date

March 27, 2012

Generic version of Seroquel XR are not expected to be available at this time.

Market Insight

All strengths of the tablet formulation will be available from two manufactures.

An authorized generic is a product that was originally marketed by a brand company, but is relabeled and marketed under a generic product name.

This product has 180-day exclusivity on all strengths. As a result, additional generic Seroquel products will only be available after September 24, 2012

What does this mean for you and your plan members?

For the first six months of a brand going generic, the generic is called a Single Source Generic (SSG) and is manufactured exclusively by up to two generic manufacturers.

During the SSG period, there is very little savings for the plan. This is because SSG's are typically priced at 80% of the brand they are replacing and the plan member no longer pays the brand co-pay, resulting in very little savings for the plan.

Conversely, your plan member does benefit, as they are now paying their generic co-pay instead of their brand co-pay.

After six months of exclusivity as an SSG, numerous generics are allowed into the market and the price collapses. At this point, the cost to the plan decreases dramatically. In the case of generic Seroquel, this will happen on September 24, 2012