



Generic Launch Alert:

Prescription News

atorvastatin (Lipitor®)

Therapeutic Class

HMG CoA Reductase Inhibitors (commonly referred to as “statins”)

United States Industry Brand Sales

\$7.8 billion

Available Dosage Form and Strengths

Tablets: 10 mg, 20 mg, 40 mg, 80 mg

Launch Date

November 30, 2011

Market Insight

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

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

This product has 180-day exclusivity on all strengths. As a result, additional generic Lipitor products will only be available after June 1, 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 Lipitor, this will happen on June 1, 2012.