



Payers Outlook for Lipitor Generic Strategy Not Rosy: Market Share Decline Coming Soon

MADISON, N.J., Dec. 2, 2011- Reimbursement Intelligence, the New Jersey-based market-research firm helping biopharma, medical device and diagnostic firms succeed in managed markets, today announced how payers predict the impact of Pfizer's radical strategy to stay in favor of consumers.

The survey examined 40 national and regional health plans covering 100MM lives to see how Pfizer will fare. The eyes of the pharmaceutical industry and Wall Street are anticipating the impact of this revolutionary new path to patent expiration.

Predictions are skeptical about Pfizer's approach to stem the tide of generic erosion in the first 180 days. After the initial 180 day period, 50% of payers expect Pfizer to lose more than 60% market share.

"What Pfizer is doing is groundbreaking, because they are taking a very aggressive step to stop erosion," stated Rhonda Greenapple, CEO, Reimbursement Intelligence. "From our research, Pfizer's pay-to-play will prevent 25% market share loss compared to similar scenarios in the initial six months."

Pfizer will retain their formulary price for 180 days by contracting with 50% of health plans. Moreover, Reimbursement Intelligence's report indicates that Pfizer will offer deeper discounts and rebates to 70% of respondents who plan to contract.

"Lipitor and Pfizer will still face a steep cliff when multiple generics enter the field," added Greenapple.

After 360 days with 50% of plans demonstrating an 80% or higher loss of total market share, the situation looks gloomier.

For additional information about the Lipitor Report and for all other inquiries, please click here: [Lipitor Report](#) or visit www.reimbursementintelligence.com.

About Reimbursement Intelligence

Since 2005, Reimbursement Intelligence (www.reimbursementintelligence.com) has helped biopharma and medical device clients overcome the single most important challenge to successfully commercializing medical innovation: the reimbursement environment. Its offerings support clients' development, launch and marketing strategies based on how payers, physicians, hospitals, patients and other key stakeholders see and respond to the interconnected issues of access, costs, payments, and medical and personal benefits.

Contact:
Rhonda Greenapple
rgreenapple@reimbursementintelligence.com
973-805-2300