

TOP 30 RHEUMATOLOGY PRODUCTS, 2013

Category leaders, ranked by US sales and their media spend

Rank	Product	Manufacturer	US sales \$ (millions)	Vs. prior 12 months	TRx (000s)	Vs. prior 12 months	US DTC media \$ (millions)	Vs. prior 12 months	US journal media \$ (millions)	Vs. prior 12 months
1	Humira	AbbVie	\$5,566.0	24.0%	1,852.0	9.0%	\$290.6	47.0%	\$3.8	2.1%
2	Cymbalta	Eli Lilly	\$5,278.1	14.0%	1,857.3	0.0%	\$120.0	-51.0%	\$0.0	N/A
3	Enbrel	Amgen	\$4,710.8	12.0%	1,635.0	0.0%	\$128.2	-24.0%	\$1.6	3.6%
4	Remicade	Johnson & Johnson	\$4,114.7	7.0%	77.0	-2.0%	\$0.0	N/A	\$0.0	-100.0%
5	Copaxone	Teva	\$3,711.1	6.0%	668.0	-6.0%	\$0.0	N/A	\$0.7	-1.3%
6	Rituxan	Roche/Biogen	\$3,298.1†	5.0%	9.0	7.0%	\$0.0	N/A	\$0.5	N/A
7	Lyricea	Pfizer	\$2,454.7	24.0%	9,448.0	4.0%	\$170.3	25.0%	\$4.8	-25.2%
8	Celebrex	Pfizer	\$2,269.7	17.0%	9,098.0	-3.0%	\$150.0	16.0%	\$0.0	N/A
9	Rebif	Pfizer/Merck KGaA	\$1,274.0	4.0%	252.0	-18.0%	\$0.0	N/A	\$0.0	-100.0%
10	Avonex	Biogen Idec	\$1,245.5	-25.0%	238.0	-33.0%	\$0.0	N/A	\$0.9	-2.3%
11	Gilenya	Novartis	\$1,060.5	26.0%	166.0	16.0%	\$27.5	>100.0%	\$0.7	-12.1%
12	Stelara	Johnson & Johnson	\$966.1	43.0%	94.0	28.0%	\$20.4	-24.0%	\$0.2	-48.0%
13	Orencia	Bristol-Myers Squibb	\$960.1	19.0%	149.0	53.0%	\$40.3	-25.0%	\$0.7	-51.6%
14	Tecfidera	Biogen Idec	\$880.0	N/A	135.0	N/A	\$0.0	N/A	\$1.3	N/A
15	Evista	Eli Lilly	\$829.9	8.0%	2,941.0	-12.0%	\$0.0	-100.0%	\$1.3	-14.6%
16	Betaseron	Bayer	\$812.6	1.0%	149.0	-17.0%	\$0.0	N/A	\$0.0	-100.0%
17	Avonex Pen	Biogen Idec	\$771.2	>100.0%	145.0	>100.0%	\$0.0	N/A	\$0.9	-2.3%
18	Pristiq	Pfizer	\$643.8	12.0%	3,217.0	-9.0%	\$44.0	52.0%	\$0.6	-9.0%
19	Lialda	Shire	\$560.6	28.0%	814.0	18.0%	\$0.0	N/A	\$0.2	-79.8%
20	Forteo	Eli Lilly	\$548.0	12.0%	414.0	4.0%	\$0.0	N/A	\$2.7	11.8%
21	Cimzia	UCB Pharma	\$539.3	24.0%	167.0	7.0%	\$5.1	13.0%	\$0.0	-100.0%
22	Tysabri	Biogen/Elan	\$485.6	15.0%	16.0	>100.0%	\$0.0	N/A	\$0.8	-3.1%
23	Prolia	Amgen	\$480.5	58.0%	177.0	66.0%	\$61.1	2.0%	\$0.0	-100.0%
24	Simponi	Johnson & Johnson	\$424.2	27.0%	145.0	9.0%	\$0.0	-100.0%	\$0.9	26.0%
25	Budesonide	Generic	\$406.3	6.0%	455.0	8.0%	\$0.0	N/A	\$0.0	N/A
26	Asacol HD	Actavis/Warner Chilcott	\$397.0	79.0%	695.0	68.0%	\$0.0	N/A	\$0.0	N/A
27	Prograf	Astellas	\$345.1	-17.0%	447.0	-18.0%	\$0.0	N/A	\$0.1	-29.6%
28	Actemra	Roche/Genentech	\$341.5	30.0%	22.0	21.0%	\$0.3	-90.0%	\$0.0	-97.8%
29	Actonel	Actavis/Warner Chilcott	\$329.9	-21.0%	1,623.0	-34.0%	\$0.0	N/A	\$0.0	N/A
30	Myfortic	Novartis	\$321.8	17.0%	376.0	9.0%	\$0.0	N/A	\$0.2	17.0%

Sources: Sales/TRx, IMS Healthcare; DTC media spend, Nielsen; journals, Kantar Media

List includes products FDA indicates as approved for treating rheumatoid arthritis, psoriasis, Crohn's disease, ulcerative colitis, fibromyalgia, lupus, ankylosing spondylitis, multiple sclerosis and osteoporosis.

† >90% of sales from oncology settings