TOP 25 INFECTIOUS DISEASES PRODUCTS, 2013

Category leaders, ranked by US sales, and their media spend

1 Atripla BMS/Gilead \$2,886.6 3.1% 1,208.0 -6.1% \$160.3 -80.0% \$334.0 -66.8% 2 Truvada Gilead \$2,257.9 0.8% 1,521.0 -3.4% \$67.0 >100.0% \$227.0 >100.00% 3 Rebif EMD Seronc/Pfizer \$1,273.8 3.9% 252.0 -18.2% \$46.3 >100.0% \$0.0 -100.0% 4 Avonex Biogen Idec \$1,273.8 3.9% 252.2% 238.0 -32.8% \$214.5 -38.4% \$900.0 -16.8% 5 Isentress Merck \$1,023.2 10.8% 777.0 4.0% \$290.3 5.0% \$531.0 >100.0% 6 Doxycycline HYCLAT Generic \$1,010.9 >10.0% 13.287.0 -14.5% \$0.0 N/A \$0.0 0.0% 7 Prezista Johnson & Johnson \$999.8 21.7% 725.0 14.5% \$308.5 N/A \$1,296.0 76.2% 8 <th< th=""><th>Rank</th><th>Product</th><th>Manufacturer</th><th>US sales \$ (millions)</th><th>Vs. prior 12 months</th><th>TRx (000s)</th><th>Vs. prior 12 months</th><th>US DTC media \$ (000s)</th><th>Vs. prior 12 months</th><th>US journal media \$ (000s)</th><th>Vs. prior 12 months</th></th<>	Rank	Product	Manufacturer	US sales \$ (millions)	Vs. prior 12 months	TRx (000s)	Vs. prior 12 months	US DTC media \$ (000s)	Vs. prior 12 months	US journal media \$ (000s)	Vs. prior 12 months
3 Rebif EMD Serono/Pfizer \$1,273.8 3.9% 252.0 18.2% \$46.3 >100.0% \$0.0 100.0% 4 Avonex Biogen Idec \$1,245.5 -25.2% 238.0 -32.8% \$214.5 -38.4% \$90.0 -16.8% 5 Isentress Merck \$1,023.2 10.8% 777.0 4.0% \$290.3 5.0% \$531.0 >100.0% 6 Doxycycline HYCLAT Generic \$1,009.9 >100.0% 13.287.0 -14.5% \$308.5 N/A \$1.296.0 76.2% 8 Reyataz Bristol-Myers Squibb \$941.3 -1.1% 694.0 -8.6% \$145.5 -75.1% \$654.0 -20.6% 9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$809.2 3.7% 7.0 >100.0% \$1.5 -98.8% \$133.0 -90.0% 11 Avonex Pen	1	Atripla	BMS/Gilead	\$2,886.6	3.1%	1,208.0	-6.1%	\$160.3	-80.0%	\$334.0	-66.8%
4 Avonex Biogen Idec \$1,245.5 -25.2% 238.0 -32.8% \$214.5 -38.4% \$900.0 -16.8% 5 Isentress Merck \$1,023.2 10.8% 777.0 4.0% \$290.3 5.0% \$531.0 >100.0% 6 Doxycycline HYCLAT Generic \$1,010.9 >100.0% 13,287.0 -14.5% \$0.0 N/A \$0.0 0.0% 7 Prezista Johnson & Johnson \$999.8 21.7% 725.0 14.5% \$308.5 N/A \$1,296.0 76.2% 8 Reyataz Bristol-Myers Squibb \$941.3 -1.1% 694.0 -8.6% \$145.5 -75.1% \$654.0 -20.6% 9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -0.0% 11 Avonex Pen <	2	Truvada	Gilead	\$2,257.9	0.8%	1,521.0	-3.4%	\$57.0	>100.0%	\$227.0	>100.0%
5 Isentress Merck \$1,023.2 10.8% 777.0 4.0% \$290.3 5.0% \$531.0 >100.0% 6 Doxycycline HYCLAT Generic \$1,010.9 >100.0% 13,287.0 -14.5% \$0.0 N/A \$0.0 0.0% 7 Prezista Johnson & Johnson \$999.8 21.7% 725.0 14.5% \$308.5 N/A \$1,296.0 76.2% 8 Reyataz Bristol-Myers Squibb \$941.3 -1.1% 694.0 -8.6% \$145.5 -75.1% \$654.0 -20.6% 9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$809.2 3.7% 7.0 >100.0% \$1.5 -98.8% \$133.0 -90.0% 11 Avonex Pen Biogen Idec \$771.2 >100.0% 145.0 >100.0% \$0.0 N/A \$73.0 -00.0% 12 Zyvox <t< th=""><th>3</th><th>Rebif</th><th>EMD Serono/Pfizer</th><th>\$1,273.8</th><th>3.9%</th><th>252.0</th><th>-18.2%</th><th>\$46.3</th><th>>100.0%</th><th>\$0.0</th><th>-100.0%</th></t<>	3	Rebif	EMD Serono/Pfizer	\$1,273.8	3.9%	252.0	-18.2%	\$46.3	>100.0%	\$0.0	-100.0%
6 Doxycycline HYCLAT Generic \$1,010.9 >100.0% 13,2870 -14.5% \$0.0 N/A \$0.0 0.0% 7 Prezista Johnson & Johnson \$999.8 21.7% 725.0 14.5% \$308.5 N/A \$1,296.0 76.2% 8 Reyataz Bristol-Myers Squiibb \$941.3 -1.1% 694.0 -8.6% \$145.5 -75.1% \$654.0 -20.6% 9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$809.2 3.7% 70 >100.0% \$1.5 -98.8% \$133.0 -90.0% 11 Avonex Pen Biogen Idec \$771.2 >100.0% 145.0 >100.0% \$0.0 N/A \$0.0 0.0% 12 Zyvox Pfizer \$728.8 2.1% 195.0 -6.3% \$0.0 N/A \$733.0 -11.5% 13 Zostavax Merck </th <th>4</th> <th>Avonex</th> <th>Biogen Idec</th> <th>\$1,245.5</th> <th>-25.2%</th> <th>238.0</th> <th>-32.8%</th> <th>\$214.5</th> <th>-38.4%</th> <th>\$900.0</th> <th>-16.8%</th>	4	Avonex	Biogen Idec	\$1,245.5	-25.2%	238.0	-32.8%	\$214.5	-38.4%	\$900.0	-16.8%
7 Prezista Johnson & Johnson \$999.8 21.7% 725.0 14.5% \$308.5 N/A \$1,296.0 76.2% 8 Reyataz Bristol-Myers Squibb \$941.3 -1.1% 694.0 -8.6% \$145.5 -75.1% \$654.0 -20.6% 9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$809.2 3.7% 70 >100.0% \$1.5 -98.8% \$133.0 -90.0% 11 Avonex Pen Biogen Idec \$771.2 >100.0% 145.0 >100.0% \$0.0 N/A \$0.0 0.0% 12 Zyvox Pfizer \$728.8 2.1% 195.0 -6.3% \$0.0 N/A \$733.0 -11.5% 13 Zostavax Merck \$705.9 7.7% 2.308.0 0.7% \$51,157.1 11.1% \$0.0 -100.0% 14 Incivek Vertex	5	Isentress	Merck	\$1,023.2	10.8%	777.0	4.0%	\$290.3	5.0%	\$531.0	>100.0%
8 Reyataz Bristol-Myers Squiibb \$941.3 -1.1% 694.0 -8.6% \$145.5 -75.1% \$654.0 -20.6% 9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$809.2 3.7% 7.0 >100.0% \$1.5 -98.8% \$133.0 -90.0% 11 Avonex Pen Biogen Idec \$771.2 >100.0% 145.0 >100.0% \$0.0 N/A \$0.0 0.0% 12 Zyvox Pfizer \$728.8 2.1% 195.0 -6.3% \$0.0 N/A \$733.0 -11.5% 13 Zostavax Merck \$705.9 7.7% 2,308.0 0.7% \$51,157.1 11.1% \$0.0 -10.0% 14 Incivek Vertex \$701.9 -48.4% 33.0 -54.2% \$0.0 N/A \$0.0 -10.0% 15 Gardasil Merck \$676.0<	6	Doxycycline HYCLAT	Generic	\$1,010.9	>100.0%	13,287.0	-14.5%	\$0.0	N/A	\$0.0	0.0%
9 Betaseron Bayer HealthCare \$812.6 1.1% 149.0 -16.3% \$0.0 N/A \$0.0 -100.0% 10 Prevnar 13 Pfizer \$809.2 3.7% 7.0 >100.0% \$1.5 -98.8% \$133.0 -90.0% 11 Avonex Pen Biogen Idec \$771.2 >100.0% 145.0 >100.0% \$0.0 N/A \$0.0 0.0% 12 Zyvox Pfizer \$728.8 2.1% 195.0 -6.3% \$0.0 N/A \$733.0 -11.5% 13 Zostavax Merck \$705.9 7.7% 2,308.0 0.7% \$51,157.1 11.1% \$0.0 -100.0% 14 Incivek Vertex \$701.9 -48.4% 33.0 -54.2% \$0.0 N/A \$0.0 -100.0% 15 Gardasil Merck \$676.0 15.7% 44.0 12.8% \$48,794.4 11.8% \$0.0 0.0% 16 Tamiful Roche \$650.1 <th< th=""><th>7</th><th>Prezista</th><th>Johnson & Johnson</th><th>\$999.8</th><th>21.7%</th><th>725.0</th><th>14.5%</th><th>\$308.5</th><th>N/A</th><th>\$1,296.0</th><th>76.2%</th></th<>	7	Prezista	Johnson & Johnson	\$999.8	21.7%	725.0	14.5%	\$308.5	N/A	\$1,296.0	76.2%
Prevnar 13	8	Reyataz	Bristol-Myers Squibb	\$941.3	-1.1%	694.0	-8.6%	\$145.5	-75.1%	\$654.0	-20.6%
11 Avonex Pen Biogen Idec \$771.2 >100.0% 145.0 >100.0% \$0.0 N/A \$0.0 0.0% 12 Zyvox Pfizer \$728.8 2.1% 195.0 -6.3% \$0.0 N/A \$733.0 -11.5% 13 Zostavax Merck \$705.9 7.7% 2,308.0 0.7% \$51,157.1 11.1% \$0.0 -100.0% 14 Incivek Vertex \$701.9 -48.4% 33.0 -54.2% \$0.0 N/A \$0.0 -100.0% 15 Gardasil Merck \$676.0 15.7% 44.0 12.8% \$48,794.4 11.8% \$0.0 0.0% 16 Tamiful Roche \$650.1 84.3% 5,319.0 60.4% \$50,482.5 57.0% \$0.0 -100.0% 17 Cubicin Cubicit \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% <th>9</th> <th>Betaseron</th> <th>Bayer HealthCare</th> <th>\$812.6</th> <th>1.1%</th> <th>149.0</th> <th>-16.3%</th> <th>\$0.0</th> <th>N/A</th> <th>\$0.0</th> <th>-100.0%</th>	9	Betaseron	Bayer HealthCare	\$812.6	1.1%	149.0	-16.3%	\$0.0	N/A	\$0.0	-100.0%
12 Zyvox Pfizer \$728.8 2.1% 195.0 -6.3% \$0.0 N/A \$733.0 -11.5% 13 Zostavax Merck \$705.9 7.7% 2,308.0 0.7% \$51,157.1 11.1% \$0.0 -100.0% 14 Incivek Vertex \$701.9 -48.4% 33.0 -54.2% \$0.0 N/A \$0.0 -100.0% 15 Gardasil Merck \$676.0 15.7% 44.0 12.8% \$48,794.4 11.8% \$0.0 0.0% 16 Tamiful Roche \$650.1 84.3% 5,319.0 60.4% \$50,482.5 57.0% \$0.0 -100.0% 17 Cubicin Cubicit \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 ~7.1% 19 Stribild Gilead \$605.5 >100.0%<	10	Prevnar 13	Pfizer	\$809.2	3.7%	7.0	>100.0%	\$1.5	-98.8%	\$133.0	-90.0%
13 Zostavax Merck \$705.9 7.7% 2,308.0 0.7% \$51,157.1 11.1% \$0.0 -100.0% 14 Incivek Vertex \$701.9 -48.4% 33.0 -54.2% \$0.0 N/A \$0.0 -100.0% 15 Gardasil Merck \$676.0 15.7% 44.0 12.8% \$48,794.4 11.8% \$0.0 0.0% 16 Tamiful Roche \$650.1 84.3% 5,319.0 60.4% \$50,482.5 57.0% \$0.0 -100.0% 17 Cubicin Cubist \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 -71% 19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7	11	Avonex Pen	Biogen Idec	\$771.2	>100.0%	145.0	>100.0%	\$0.0	N/A	\$0.0	0.0%
14 Incivek Vertex \$701.9 -48.4% 33.0 -54.2% \$0.0 N/A \$0.0 -100.0% 15 Gardasil Merck \$676.0 15.7% 44.0 12.8% \$48,794.4 11.8% \$0.0 0.0% 16 Tamiful Roche \$650.1 84.3% 5,319.0 60.4% \$50,482.5 57.0% \$0.0 -100.0% 17 Cubicin Cubist \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 -7.1% 19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8	12	Zyvox	Pfizer	\$728.8	2.1%	195.0	-6.3%	\$0.0	N/A	\$733.0	-11.5%
15 Gardasil Merck \$676.0 15.7% 44.0 12.8% \$48,794.4 11.8% \$0.0 0.0% 16 Tamiful Roche \$650.1 84.3% 5,319.0 60.4% \$50,482.5 57.0% \$0.0 -100.0% 17 Cubicin Cubist \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 -7.1% 19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6	13	Zostavax	Merck	\$705.9	7.7%	2,308.0	0.7%	\$51,157.1	11.1%	\$0.0	-100.0%
16 Tamiful Roche \$650.1 84.3% 5,319.0 60.4% \$50,482.5 57.0% \$0.0 -100.0% 17 Cubicin Cubist \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 -7.1% 19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 3 Norvir AbbVie \$489.0 -3.2	14	Incivek	Vertex	\$701.9	-48.4%	33.0	-54.2%	\$0.0	N/A	\$0.0	-100.0%
17 Cubicin Cubist \$632.2 3.9% 44.0 0.0% \$0.0 N/A \$762.0 16.2% 18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 -7.1% 19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	15	Gardasil	Merck	\$676.0	15.7%	44.0	12.8%	\$48,794.4	11.8%	\$0.0	0.0%
18 Complera Gilead \$630.9 82.3% 270.0 69.8% \$1,036.5 39.0% \$1,449.0 -7.1% 19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	16	Tamiful	Roche	\$650.1	84.3%	5,319.0	60.4%	\$50,482.5	57.0%	\$0.0	-100.0%
19 Stribild Gilead \$605.5 >100.0% 192.0 >100.0 \$1,724.5 >100.0% \$1,462.0 >100.0% 20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	17	Cubicin	Cubist	\$632.2	3.9%	44.0	0.0%	\$0.0	N/A	\$762.0	16.2%
20 Viread Gilead \$603.7 13.3% 601.0 3.1% \$0.1 N/A \$674.0 >100.0% 21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	18	Complera	Gilead	\$630.9	82.3%	270.0	69.8%	\$1,036.5	39.0%	\$1,449.0	-7.1%
21 Epzicom ViiV Healthcare \$539.8 6.3% 427.0 -1.4% \$0.0 N/A \$679.0 N/A 22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	19	Stribild	Gilead	\$605.5	>100.0%	192.0	>100.0	\$1,724.5	>100.0%	\$1,462.0	>100.0%
22 Varivax Merck \$497.6 -39.1% 24.0 41.2% \$0.0 N/A \$0.0 N/A 23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	20	Viread	Gilead	\$603.7	13.3%	601.0	3.1%	\$0.1	N/A	\$674.0	>100.0%
23 Norvir AbbVie \$489.0 -3.2% 1,383.0 -1.2% \$0.0 N/A \$0.0 N/A	21	Epzicom	ViiV Healthcare	\$539.8	6.3%	427.0	-1.4%	\$0.0	N/A	\$679.0	N/A
	22	Varivax	Merck	\$497.6	-39.1%	24.0	41.2%	\$0.0	N/A	\$0.0	N/A
	23	Norvir	AbbVie	\$489.0	-3.2%	1,383.0	-1.2%	\$0.0	N/A	\$0.0	N/A
24 Fluzone Sanofi Pasteur \$475.8 >100.0% 3,809.0 >100.0 \$5,002.3 -74.4% \$221.0 -81.6%	24	Fluzone	Sanofi Pasteur	\$475.8	>100.0%	3,809.0	>100.0	\$5,002.3	-74.4%	\$221.0	-81.6%
25 Pneumovax 23 Merck \$473.0 6.3% 765.0 21.6% \$1.8 -99.3% \$180.0 -84.0%	25	Pneumovax 23	Merck	\$473.0	6.3%	765.0	21.6%	\$1.8	-99.3%	\$180.0	-84.0%

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

Note: List includes products FDA indicates as approved for treating AIDS, hepatitis B/C and bacterial infections, as well as vaccines and other antivirals.