

Focused Group



AGENCY ROSTER

PROFESSIONAL:
ICC

CONSUMER:
Kaplan Thaler Group

DIGITAL/RM/DTP:
Euro RSCG Tonic

DATABASE MANAGEMENT:
Fair Isaccs

STRATEGIC PROJECTS:
Excerpta Medica

PUBLIC RELATIONS:
Porter Novelli

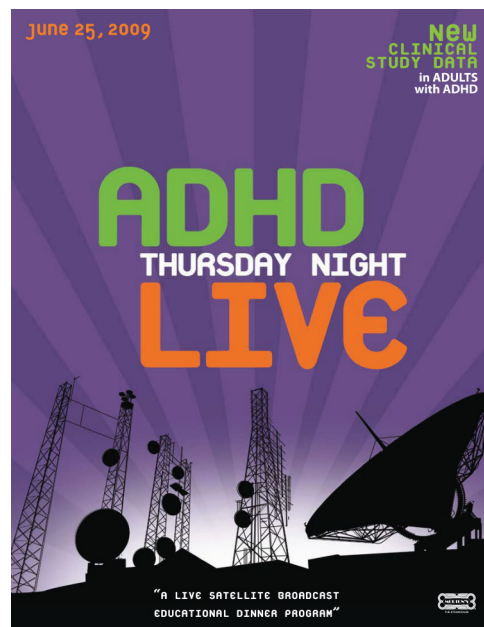
Shire is in an enviable place with its ADHD franchise. About three years ago, the specialty biopharma company received US approval for Vyvanse in children, then in 2008 wrote the brand's second act — an adult indication.

But the curtain's still up on Act I. Three years after the pediatric approval, despite two branded ADHD competitors and two generic versions of predecessor drug Adderall XR (both authorized), Vyvanse continues to grow share aggressively.

"It's actually a perfect situation to have," says Bob Prachar, VP and GM for Vyvanse, "a maturing, accepted market in pediatrics and an evolving market on the adult side."

A Schedule II, prodrug stimulant with the potential to curb abuse, Vyvanse has a 14% share of the ADHD market, and new prescriptions are increasing in the healthy double digits.

Left: Tom Curatolo and Marlene Edmonds, product directors, Vyvanse marketing team; right: Program for adult ADHD educational dinner



PHOTOS: MICHAEL PILLA

“What we’ve been able to do is show physicians where there isn’t as good a [symptom] control as they would like, that Vyvanse is a great choice,” explains Mike Yasick, Shire SVP for ADHD.

Vyvanse’s success has had a lot to do with their ability to differentiate the product from other formulations and build awareness around ADHD as a treatable adult, as well as pediatric, condition. With a new co-promotion deal with GlaxoSmithKline and patent protection locked up until 2025, this brand may be hitting its stride.

Ads have stressed Vyvanse’s consistent efficacy across patients and longer duration of action than other options. “We’ve been at the forefront of helping the world appreciate that ADHD is not just [a school- or work-time disorder],” says Prachar.

Labeling stated “through 6 pm,” proved valuable in communicating with professionals looking to manage patients’ symptoms throughout the day with one dose.

Patient debit, copy and voucher offers helped translate quickly into market share.

Leaving samples was not an option for the Schedule II product. Shire has implemented a range of DTP tactics, including print ads in parenting and women’s magazines, unbranded TV

TOP 5 ADHD DRUGS BY US SALES

Jan.-Nov. 2009 total % growth over Jan.-Nov. 2008

Concerta
\$1.1B
6.0%

Adderall XR
\$1.1B
-19.9%

Provigil
\$800M
4.3%

Vyvanse
\$596M
80%

Amphetamine Salt Cmb SR
\$505M
N/A

Source: SDI Vector One: National

and in-office patient materials.

Meanwhile, the company initiated clinical studies in adult ADHD. Supporting the adult approval was a national multimedia unbranded campaign featuring Howie Mandel talking about his struggles with adult ADHD. The campaign helped de-stigmatize the disorder and garnered a Gold in last year’s MM&M Awards.

The firm also has been very active with web-based, closed-loop marketing—disseminating objective disease-state information to help moms and other caregivers with decision-making, then offering the option to enter a dialogue on how their child, or the caregivers themselves, are fairing.

On the professional side, buys in ADHD-focused journals combine with the efforts of Shire’s 570-person specialist-dedicated ADHD sales force (along with another 600 from GSK calling on psychiatrists and PCPs) and promotional med-ed programs. E-detailing has helped “get to outlying areas,” Prachar says.

Shire hopes to win an adolescent indication later this year.

Reps from Shire and GSK carry Vyvanse as well as Intuniv—Shire’s newest ADHD product, launched late last year—in their bags. While Vyvanse is indicated for treating inattention, hyperactivity and impulsivity, Intuniv—a non-scheduled substance—is for those 6-17 who exhibit disruptive behavior like arguing, temper outbursts or deliberately annoying others.

The company will continue to help patients understand their condition and how it can be treated and invest in working with physicians to help them diagnose and treat ADHD appropriately. “We’re looking for new opportunities all the time,” says Yasick. “We think there’s still a lot of unmet need in ADHD.”

—Marc Iskowitz



Above: Mike Boken, senior director, Vyvanse marketing; **left:** DTC for Vyvanse’s adult indication

Vyvanse for adults with ADHD.
Shown to be effective even at 14 hours after taking.

7:00 AM
Has breakfast and took Vyvanse.

11:00 AM
Organized the family photo album.

5:00 PM
Focused on getting dinner started for my kids.

9:00 PM
Was able to spend time with my husband.

CONSISTENTLY
Vyvanse®
lisdexamfetamine
dimesylate capsules

IN A clinical study with adults on Vyvanse, patients who had significantly more energy, less fatigue, less trouble sleeping, and were able to be more productive at work, home, or school 14 hours after taking Vyvanse.

IMPORTANT SAFETY INFORMATION
Vyvanse is indicated for the treatment of ADHD. Effects based on two controlled trials in children ages 6 to 12 and one controlled trial in adults. Tell the doctor about any heart conditions, including structural abnormalities, that you, your child, or a family member may have. Tell the doctor immediately if you, or your child, develop symptoms that suggest heart problems, such as chest pain or irregular heartbeat. Vyvanse should not be taken if you or your child has a structural disease of the blood vessels (arteriosclerosis, sympathetic branch disease, moderate to severe high blood pressure, or congenital heart disease). Do not take Vyvanse if you are taking or about to take other drugs that affect blood pressure, such as nifedipine, verapamil, or beta-blockers (such as metoprolol, atenolol, or propranolol), or if you have a history of problems with alcohol or drug-related seizures. Avoid or minimize outside alcohol (MAOI) within 14 days.

Tell the doctor before taking Vyvanse if you or your child is being treated for or has symptoms of depression, head-on, or heart problems, or if you have a history of problems with blood pressure, or if you have a history of problems with alcohol or drug-related seizures. Tell the doctor immediately if you or your child develops any of these conditions or symptoms while taking Vyvanse.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch.

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