



## Medicines of the Year\*

Year	Drug name	Company
2008	Plavix	Bristol-Myers Squibb/ sanofi aventis
2007	Seroquel	AstraZeneca
2006	Enbrel	Amgen and Wyeth
2005	Lipitor	Pfizer
2004	Gleevec	Novartis
2003	Lipitor	Pfizer
2002	Lipitor	Pfizer
2001	Vioxx	Merck & Co.
2000	Celebrex	Pfizer
1999	Lipitor	Pfizer
1998	Claritin	Schering-Plough
1997	Norvasc	Pfizer
1996	Prilosec	AstraZeneca
1995	Premarin	Wyeth
1994	Prozac	Eli Lilly

### Criteria for selecting the medicine of the year:

- Must be a prescription, human therapeutic product
- Must be one of the top 100 best-selling drugs by global sales
- Must have generated strong worldwide sales in the previous year
- Must have generated a significant increase (double digits) from the previous year's sales
- Must have potential for solid future growth
- Must be strong against rivals
- Must have significant marketing support
- Must have a high level of new and total prescriptions

\*Adapted from *Med Ad News*, July 2008