



17 Drugs Generating Buzz

Category	Drug name	Company	Indication
Cardiovascular	<ul style="list-style-type: none"> • Prasugrel • Cordaptive (laropiprant/extended-release niacin) 	<ul style="list-style-type: none"> • Eli Lilly & Co./Daiichi Sankyo • Merck 	<ul style="list-style-type: none"> • Acute coronary syndrome • Primary hypercholesterolemia, mixed dyslipidemia
Diabetes	<ul style="list-style-type: none"> • Byetta (exenatide) long-acting release • Liraglutide • Saxagliptin 	<ul style="list-style-type: none"> • Amylin/Alkermes/Lilly • Novo Nordisk • Bristol-Myers Squibb/AstraZeneca/Otsuka 	<ul style="list-style-type: none"> • Type 2 diabetes mellitus • Type 2 diabetes mellitus • Type 2 diabetes mellitus
Central nervous system	<ul style="list-style-type: none"> • Fingolimod • Valdoxan/AG0178 (agomelatine) • XP 13512 	<ul style="list-style-type: none"> • Novartis • Novartis • Astellas/GlaxoSmithKline 	<ul style="list-style-type: none"> • Multiple Sclerosis • Depression • Restless legs syndrome; neuropathic pain
Oncology	<ul style="list-style-type: none"> • Nexavar (sorafenib) • Denosumab • HuMax-CD20® (ofatumumab) 	<ul style="list-style-type: none"> • Onyx/Bayer • Amgen • Genmab/GlaxoSmithKline 	<ul style="list-style-type: none"> • Hepatocellular carcinoma • Preventing cancer metastases, cancer-related bone damage • Hematologic malignancies

Cont'd on page 8 →

17 Drugs Generating Buzz

Category	Drug name	Company	Indication
Respiratory	<ul style="list-style-type: none"> • Alvesco[®] (ciclesonide) • Daxas[®] (roflumilast) • Claritin/Singulair[®] (loratadine/ montelukast) 	<ul style="list-style-type: none"> • Nycomed • Nycomed • Schering-Plough/Merck 	<ul style="list-style-type: none"> • Asthma • Asthma, chronic obstructive pulmonary disease • Seasonal allergic rhinitis plus congestion
Other	<ul style="list-style-type: none"> • Viviant[™] (bazedoxifene) • Suggamadex/ ORG25969 • Rilpivirine/ TMC278 	<ul style="list-style-type: none"> • Wyeth Pharmaceuticals • Organon/Schering-Plough • Tibotec Therapeutics 	<ul style="list-style-type: none"> • Post-menopausal osteoporosis prevention and treatment • Reversing neuromuscular blockade in surgery • HIV-1 Infections

Adapted from *Medical Marketing and Media*, December 2007

CPM