



Antithrombotics

Syndicated Thought Leader Insight

Thought Leader Insight & Analysis Report Anticoagulants Q1 2011

Therapeutic Class:	Cardiology
Focus Area:	Antithrombotics
Specialty/Location:	Cardiologists/N. America
Number of Interviews:	6
Number of Pages:	135
Publication Date:	February 2011
Principal Authors:	Tricia L. Hanlon Kim Grant Jeffrey D. Berk, Ph.D., MBA
Product Code:	MCVQ111-11
Pricing:	\$7,500
Order Info:	www.medpredict.com or call (513) 271-1924

Abstract: MedPredict's Cardiovascular Thought Leader Panel #11 is a war game, played out by Thought Leaders who specialize in cardiology, cancer and surgery. They were asked to compare existing standards of care (warfarin, enoxaparin) with new oral anticoagulants Pradaxa, Xarelto and Eliquis, and next generation FXa molecules. The panel evaluated each molecule in relation to its potential for use in SPAF (stroke prevention in patients with atrial fibrillation), venous thromboembolism, pulmonary embolism, acute coronary syndrome, post-surgical prophylaxis and cancer. Cost of therapy and pharmacoeconomics were important consideration in this analysis. Finally, we asked our panelists to help write marketing tag lines for each competitor that are supportable by their known profiles.

Drugs discussed in this report include:

Company	Generic	Brand
Bayer-Schering / J&J	rivaroxaban	Xarelto
Boehringer Ingelheim	dabigatran	Pradaxa
Bristol-Myers Squibb	warfarin	Coumadin
BMS / Pfizer	apixaban	Eliquis
Daiichi Sankyo	edoxaban	
Momenta	M118 (parenteral)	
Portola / Merck Portola	betrixaban (PRT054021) FXa antidote	
Sanofi-Aventis	enoxaparin (parenteral) otamixaban (parenteral)	Lovenox
The Medicines Company	bivalirudin (parenteral)	Angiomax

Table of Contents

EXECUTIVE SUMMARY	3
Report Highlights	4
INDICATIONS FOR ANTITHROMBOTICS	12
Stroke Prevention in patients with Atrial Fibrillation (SPAF)	12
Coumadin (warfarin)	17
Pradaxa (dabigatran; Boehringer Ingelheim)	17
Xarelto (rivaroxaban; Bayer-Schering / J&J)	27
Eliquis (apixaban; Bristol-Myers Squibb / Pfizer)	35
edoxaban (Daiichi Sankyo)	42
betrixaban (Portola / Merck)	46
FXa Antidote (Portola)	50
DVT / PE Treatment, Prevention	52
warfarin	54
Lovenox (enoxaparin; Sanofi-Aventis)	54
Treatment	55
Xarelto	56
Eliquis	57
edoxaban	58
Prevention	58
Xarelto (rivaroxaban)	62
Pradaxa	63
edoxaban	63
DVT / PE in Cancer	63
Xarelto	69
DVT / PE in Patients with Mechanical Valves	69
Acute Coronary Syndrome	71
Lovenox (enoxaparin; Sanofi-Aventis)	72
Otamixaban (Sanofi-Aventis)	73
Xarelto	73
Pradaxa	75
Eliquis	75
M118 (Momenta)	76
APPENDIX 1: BLEEDING DEFINITIONS	78
THOUGHT-LEADER DISCUSSIONS	86
Interview CV02526	86
Interview CV02531	94
Interview CV02530	101
Interview CV02536	111
Interview CV02529	121
Interview CV02539	129