



Pfizer
Value
of Medicines

A Report on How Medicines Impact Lives



For over 165 years,

Pfizer has discovered and developed medicines that have saved and improved the lives of millions of people. By helping to eradicate disease and treating illnesses at every stage of life, medicines have provided enormous value to society. Across disease areas and in all parts of the world, the societal benefits of improving the quality of life from a humanistic and economic perspective is proven every day.



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Value Drivers

Leading factors in providing value to human life and to healthcare systems.



Improving Life



Preventing Disease



Reducing Costs



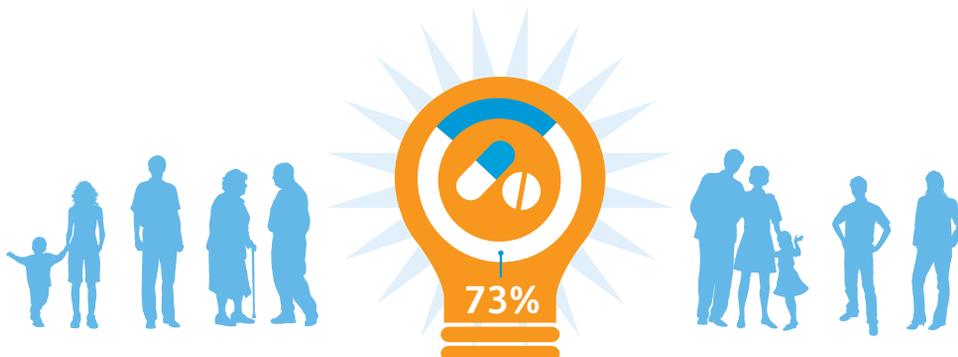
Increasing Lifespan



Increased Functioning

Find these value driver symbols throughout the report to see how medicines are changing lives.

Pharmaceutical innovations accounted for
73% OF THE TOTAL INCREASE IN LIFE EXPECTANCY
 between 2000 and 2009.



Adapted from: Lichtenberg, F.R. (2012). Pharmaceutical Innovation and Longevity Growth in 30 Developing and High-Income Countries, 2000-2009. Working Paper 18235. National Bureau of Economic Research.

Improving Maternal and Child Health



PATH/Sara Tift

More than 200 million women in developing countries want to delay pregnancy or prevent undesired pregnancy, but are not using any method of contraception.¹

PFIZER GOAL

To provide more women in developing countries with access to contraceptive and family planning options.

ACTION

Pfizer, along with the Bill & Melinda Gates Foundation and the Children's Investment Fund Foundation (CIFF), has expanded access to an injectable contraceptive for women most in need in 69 of the world's poorest countries.



PATH/Will Boase

IMPACT

- ▶ The collaboration is supported by a consortium of public and private sector donors and aid organizations including PATH, the United Kingdom's Department for International Development (DFID), the United Nations Population Fund (UNFPA), and the United States Agency for International Development (USAID).
- ▶ Injectable contraceptives are a widely-used family planning method among women in developing countries², where the lifetime risk of death due to a maternal cause can be as high as 1 in 15.³



PATH/Siri Wood

Combating Blinding Trachoma



Trachoma is the leading infectious cause of blindness. It is endemic in 58 countries and is responsible for the visual impairment of an estimated 2.2 million people, of whom 1.2 million are irreversibly blind. But it can be prevented with effective antibiotic treatment.⁴

PFIZER GOAL

To help end the suffering and the cycle of poverty caused by this debilitating disease by partnering with the WHO's Alliance for the Global Elimination of Blinding Trachoma by the year 2020 (GET2020) and the International Trachoma Initiative (ITI).

ACTION

- ▶ Pfizer has donated more than 500 million doses of an antibiotic to 33 countries as part of a comprehensive public health strategy to eliminate blinding trachoma and help preserve and restore the health and well-being of affected families worldwide.
- ▶ Pfizer and ITI collaborate with government and nongovernmental agencies at the local, national, and international levels to implement the SAFE (Surgery, Antibiotics, Facial Cleanliness, and Environmental Improvements) strategy.



IMPACT

- ▶  Nine countries have reported reaching their elimination targets with support from governments, NGOs, and industry.



Expanding Access and the Value of Life-Saving Vaccines



Affordability and a lack of healthcare infrastructures are major challenges that delay or prevent vaccinations worldwide to those who are not adequately vaccinated. 1.5 million children die from vaccine preventable diseases before their 5th birthday every year.⁵

PFIZER GOAL

To save children's lives and protect people's health by increasing access to immunization in low-income countries.

ACTION

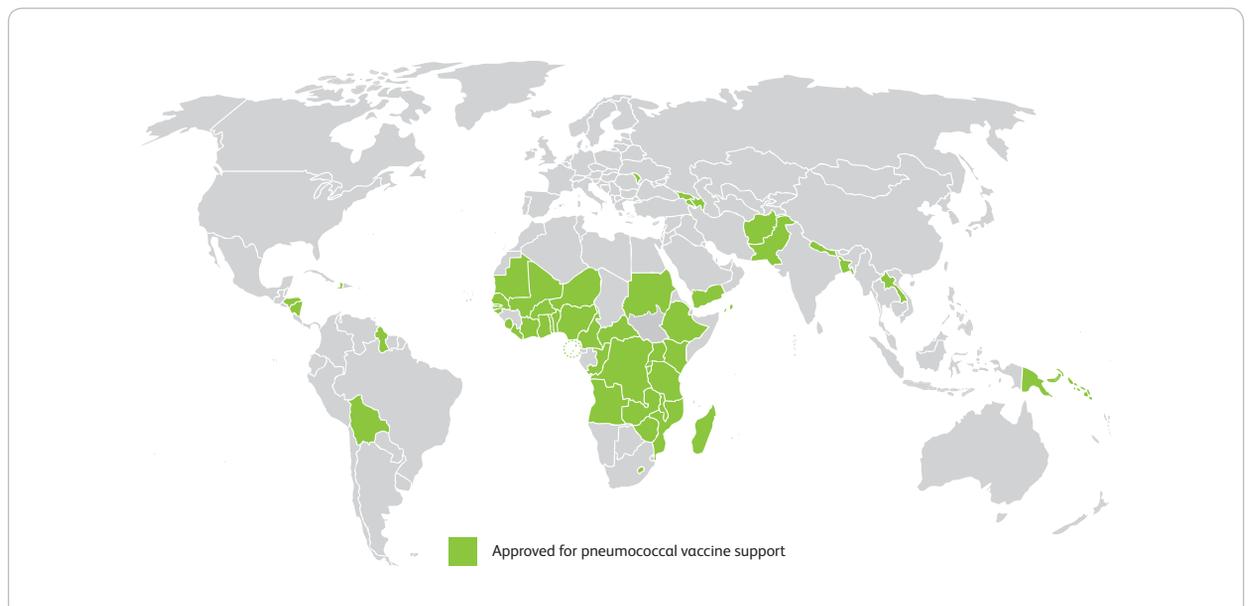
- ▶ Pfizer is investigating vaccine candidates for both communicable and non-communicable diseases, and is expanding access to life saving vaccines.
- ▶ Pfizer has committed to supply Gavi, The Vaccine Alliance with up to 740 million doses of a vaccine at a substantially reduced price, through 2025.

IMPACT

- ▶ Over 20 million children have access to our pneumococcal conjugate vaccine in 44 developing countries.⁶
- ▶ It is estimated that between 2011 and 2015, 400,000 deaths in children in developing countries were averted due to pneumococcal vaccination.⁷



Courtesy of GAVI, The Vaccine Alliance



VALUE OF VACCINES

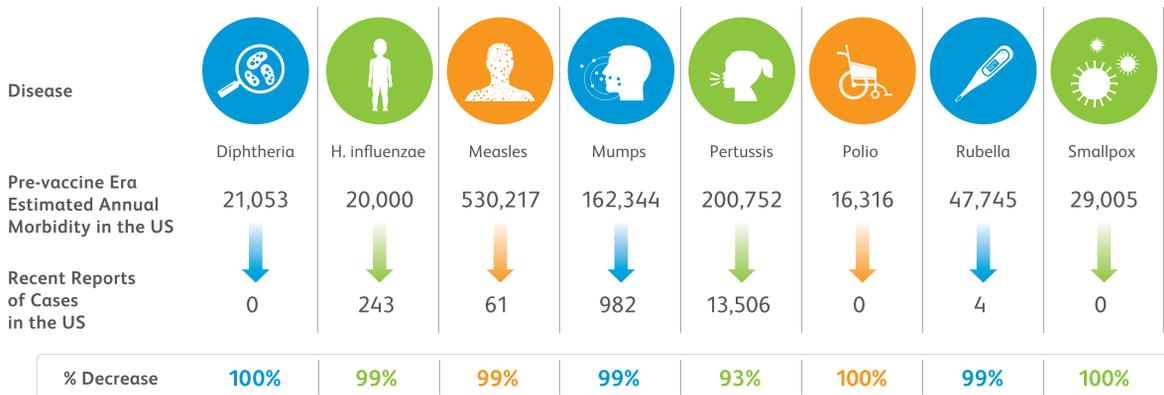
- ▶ Since the introduction of vaccines, many infectious diseases have virtually become eradicated.
- ▶ Vaccinations have prevented 103 million cases of childhood infection, representing approximately 95% of infections that would have occurred since 1924.⁸
- ▶ Immunizations save an estimated 2.5 million lives each year.⁹



Courtesy of GAVI, The Vaccine Alliance



The Impact of Vaccines on Infectious Disease Morbidity in the United States, 2007-2010*



* Adapted from: CDC. JAMA, November 14, 2007; 298(18):2155-63; CDC. MMWR, January 8, 2010; 58 (51, 52): 1458-68; CDC. Active Bacterial Core Surveillance (ABCs) Report Emerging Infections Program Network Streptococcus pneumoniae, 2008. Accessed in March 2015.



For every \$1.00 the U.S. spends on childhood vaccinations,



\$10.20 is saved in disease treatment costs.

Centers for Disease Control and Prevention (CDC) – Immunizations and Respiratory Disease Factsheet. Retrieved from http://cdc.gov/fmo/topic/budget%20information/factsheets/IRD_Factsheet.pdf Accessed: March 2015.

Value of Medicines in Non-Communicable Diseases



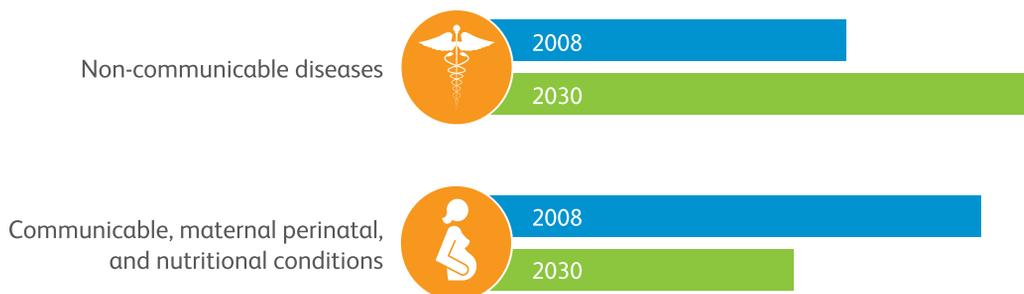
Due in large part to greater access to vaccines and medicines that prevent, cure, and treat illness from infectious and parasitic diseases, the leading cause of death and illness in the developing world is shifting from communicable to non-communicable diseases (NCDs) and chronic conditions.



NCDs and chronic conditions have a significant impact around the world...

- ▶ Deaths from NCDs are projected to increase by more than 20% between 2010 and 2020 in Africa, Eastern Mediterranean, and Southeast Asia.¹⁰
- ▶ NCD-related economic losses between 2011 and 2025 in low- and middle-income countries are forecasted to be 7 trillion dollars.¹¹
- ▶ Investing just \$1–3 per person per year can dramatically reduce illness and death from NCDs.¹²

Major Growth of Chronic Non-Communicable Disease Burden in Low-Income Countries



Source: World Health Organization, *Projects of Mortality and Burden of Disease, 2004 – 2030*. Available at: http://www.who.int/healthinfo/global_burden_disease/projections/en/index.html Accessed: March 2015.



20% ↑

Deaths from NCDs are projected to increase by more than 20% between 2010 and 2020 in Africa, Eastern Mediterranean, and Southeast Asia.¹⁰

Value of Medicines in Cardiovascular Disease

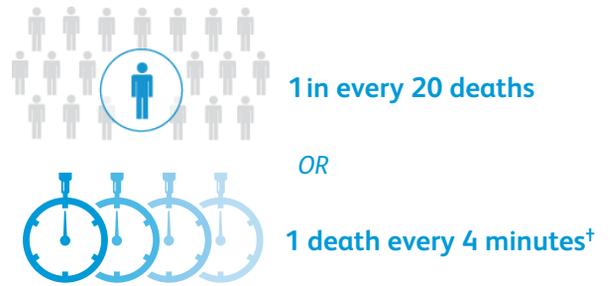


As societies become older, NCDs such as cardiovascular disease, diabetes, and cancer become leading causes of disability, morbidity, and mortality among all regions of the world.

DISEASE BURDEN

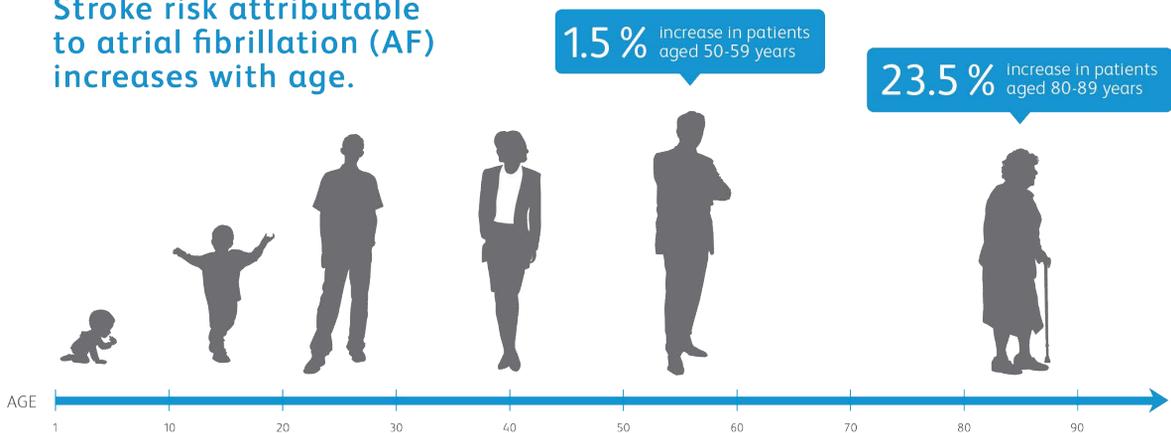
- ▶ Cardiovascular diseases (CVDs) are the No. 1 cause of death globally.¹³
- ▶ 73.5 million American adults (31.7 %) have high LDL*, or "bad" cholesterol.¹⁴
- ▶ People with high total cholesterol have approximately twice the risk of heart disease as people with optimal levels.¹⁵
- ▶ Atrial fibrillation (AF) is the most common type of irregular heartbeat.¹⁶
- ▶ One of the most serious medical concerns for individuals with AF is the increased risk of stroke, which is five times higher in people with AF than in people without AF.¹⁷
- ▶ Stroke is a global epidemic affecting more than 15 million people worldwide.¹⁸
- ▶ Ischemic stroke (clots) alone will cost the U.S. an astounding \$2.2 trillion between 2005 to 2050.¹⁹

Health and Economic Burden of Stroke in the US



* High LDL is defined as a prevalence of LDL-C \geq 130mg/dL, 2012 Age \geq 20y
† Mozaffarian, D., et al. (2016). Heart disease and stroke statistics - 2016 update: a report from the American Heart Association. *Circulation*, 133. Accessed on July 12, 2016 at <http://circ.ahajournals.org.proxy1.athensams.net/content/133/4/e38>.
‡ National Conference of State Legislatures. (2015). Heart disease and stroke - an overview of our nation's leading killers. Accessed on July 15, 2016 at <http://www.ncsl.org/research/health/heart-disease-and-stroke-an-overview.aspx>.

Stroke risk attributable to atrial fibrillation (AF) increases with age.



Mozaffarian, D., et al. (2016). Heart disease and stroke statistics - 2016 update: a report from the American Heart Association. *Circulation*, 133. Accessed on July 12, 2016 at <http://circ.ahajournals.org.proxy1.athensams.net/content/133/4/e38>.

VALUE OF MEDICINES

-  ▶ In one year alone, statins reduced numerous cases of cardiovascular-related complications, and saved thousands of lives.^{20,21}
-  ▶ From 1987 to 2008, the estimated aggregate social value of statins was estimated to be \$1.252 trillion, with a consumer surplus associated with statins estimated to be \$947.4 billion.²⁰
-  ▶ WHO recommends drug therapy for the prevention and control of heart attacks and strokes because it is feasible, high-impact, and affordable, even in low- and middle-income countries.²²
-  ▶ Medicines for atrial fibrillation (AF) such as blood thinners, heart rate, and heart rhythm controllers can help to significantly reduce direct and indirect negative health outcomes, including stroke and costs associated with untreated AF.²³

In one year alone, statins reduced numerous cases of cardiovascular-related complications and saved thousands of lives.



60,000 HEART ATTACKS REDUCED



22,000 STROKES REDUCED



40,000 LIVES SAVED

The use of statins correlates to a reduction in healthcare costs:



27%
SAVINGS
PER PATIENT



Adapted from: Grabowski, David C., et al. (2012). The Large Social Value Resulting From Use Of Statins Warrants Steps To Improve Adherence And Broaden Treatment. *Health Affairs*, 31; 10 2276-2285 // Gotto AM Jr, Boccuzzi SJ, Cook JR, et al. Effect of lovastatin on cardiovascular resource utilization and costs in the Air Force/Texas Coronary Atherosclerosis Prevention Study (AFCAPS/TexCAPS). AFCAPS/TexCAPS Research Group. *Am J Cardiol*. 2000;86:1176-1181.

Matt Woods was 48 when he suffered a massive heart attack. He had 100 percent blockage in his right coronary artery. Since the heart attack, his cardiologist put him on numerous medications to normalize his cholesterol and triglycerides, prevent his blood from clotting, and keep his blood pressure low. At right, he describes his treatment.

“These medications have allowed me to keep up the same pace as I had before the heart attack. In fact I would say that I am doing more now than before the heart attack.”

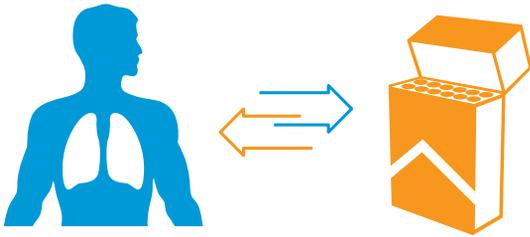
—Matt Woods

Value of Medicines for Smoking Cessation



BURDEN OF SMOKING

- ▶ Cigarette smoking remains the No. 1 preventable cause of death worldwide and plays a major role in the development of cardiovascular disease (CVD), cancer, and pregnancy complications.^{24, 25, 26, 27}

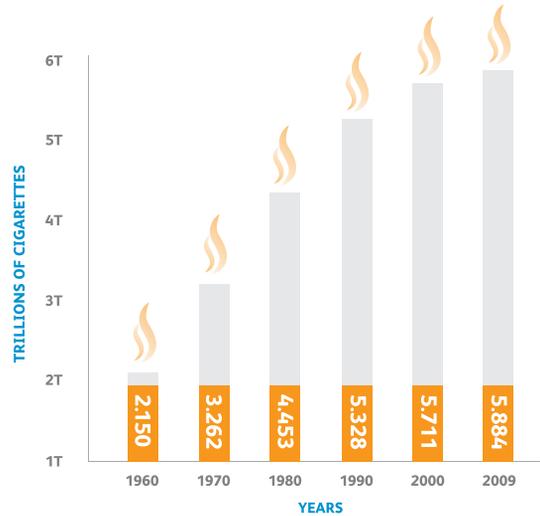


It's estimated that **85–90 percent** of COPD cases can be linked to cigarette smoking and between **15–20 percent** of smokers are likely to develop COPD

Source: Jiménez-Ruiz, C. A., Miranda, J. A. R., Gómez, N. A., Blasco, J. J. L., Miñana, J. S., ... Ferrero, M. B. (2013). Treatment of smoking in smokers with chronic obstructive pulmonary disease. *Arch Bronconeumol*, 49, 8, 354-63. Accessed on December 8, 2014 at <http://www.archbronconeumol.org/en/treatment-smoking-in-smokers-with/articulo/S1579212913001043/>.

- ▶ Six million people die from tobacco each year, which includes secondhand smoke exposure.²⁸
- ▶ According to a 2012 study, the direct costs attributable to smoking totaled \$34.8 billion across the United Kingdom, Germany, France, and Spain and \$104 billion in the Americas.²⁹
- ▶ Twenty-four-year-old smokers can expect to incur about \$140,000 in supporting their smoking behavior over their lifespans.³⁰

Global Cigarette Consumption



Adapted from Eriksen, M., Mackay, J., Ross, H. (2012). Cigarette Consumption. *The Tobacco Atlas Fourth Edition*, 4, 28.

VALUE OF MEDICINES

- ▶ In a study of patients with COPD, pharmacological therapy plus counseling was shown to double 12-month abstinence rates versus counseling alone.³¹
- ▶ One year after cessation, a former smoker's risk of coronary heart disease drops to about half that of a current smoker's, and after 15 years of abstinence, coronary heart disease risk is equal to those who never smoked.³²

33% of all smoking deaths are from cardiovascular disease.



Source: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention. Smoking-attributable mortality, years of potential life lost, and productivity losses— United States, 200–2004. *Morbidity and Mortality Weekly Report*. 2008;57(45):1226-8.



Value of Medicines in Rheumatoid Arthritis

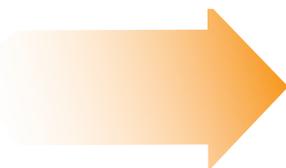


DISEASE BURDEN

- ▶ Rheumatoid arthritis (RA) causes premature mortality, disability, and compromised quality of life in the industrialized and developing world.³³
- ▶ RA affects more than 17.6 million people worldwide, with more than 1.6 million people in the United States and 6.2 million people in Europe.^{34, 35, 36}
- ▶ RA can impose a substantial burden of cost on patients with this chronic condition. Recent estimates suggest that the per-patient, direct medical costs for RA can range from \$2,000 to \$10,000 annually.^{37, 38}

VALUE OF MEDICINES

- ▶ Improved treatment options and management strategies have made a significant reduction of disability compared to 20 years ago.³⁹
- ▶ RA treatment options have evolved from targeting symptoms to reducing disease activity.
- ▶ One study showed that an increase in earlier treatment for RA patients over a five year period could produce significant benefits in terms of productivity for the UK's National Health Service, estimated at £31 million due to reduced sick leave and lost employment.⁴⁰



Recent estimates suggest that the per-patient, direct medical costs for RA can range from **\$2,000 to \$10,000 annually.**^{37, 38}



Elizabeth Shepley, a mother of two from Shillington, PA was just 25 years old when she was diagnosed. After about three years, she decided to get help.

“It may be out of my control that I have RA, but it is within my control to treat it... and to function, as I deserve to function.”

–Elizabeth Shepley

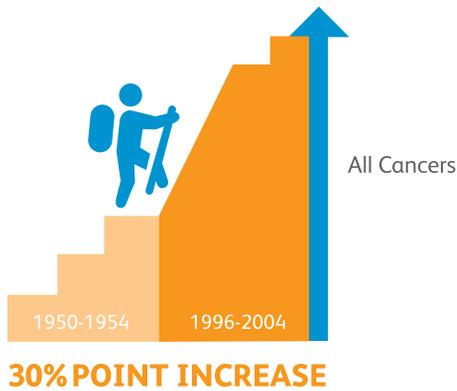
Value of Medicines in Treating Cancer



DISEASE BURDEN

- ▶ Cancer causes the highest economic loss of all of the 15 leading causes of death worldwide.⁴¹
- ▶ The total economic impact of premature death and disability from cancer worldwide was \$895 billion (2008 USD).⁴¹

The 5-year relative survival rate for all cancers in the U.S. has increased by 30 percentage points



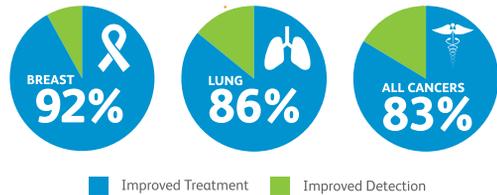
Adapted from National Cancer Institute Survival Epidemiology and End Results (SEER). Posted to website (2013). Retrieved from http://seer.cancer.gov/csr/1975_2005/accessable_contents.html Accessed: March 2015.

VALUE OF MEDICINES

- ▶ 80-90% of observed survival gains in cancer* are attributable to advances in treatment - including medicines.⁴²
- ▶ Improvements in cancer survival between 1988 and 2000 were estimated to have created 23 million additional life years and roughly \$1.9 trillion of additional social value.⁴³

*This includes breast cancer, lung cancer, colorectal cancer, pancreatic cancer, and non-Hodgkin's lymphoma, between 1988 and 2000.

Share of life-expectancy gain attributable to improved treatment vs. improved detection, 1980–2000

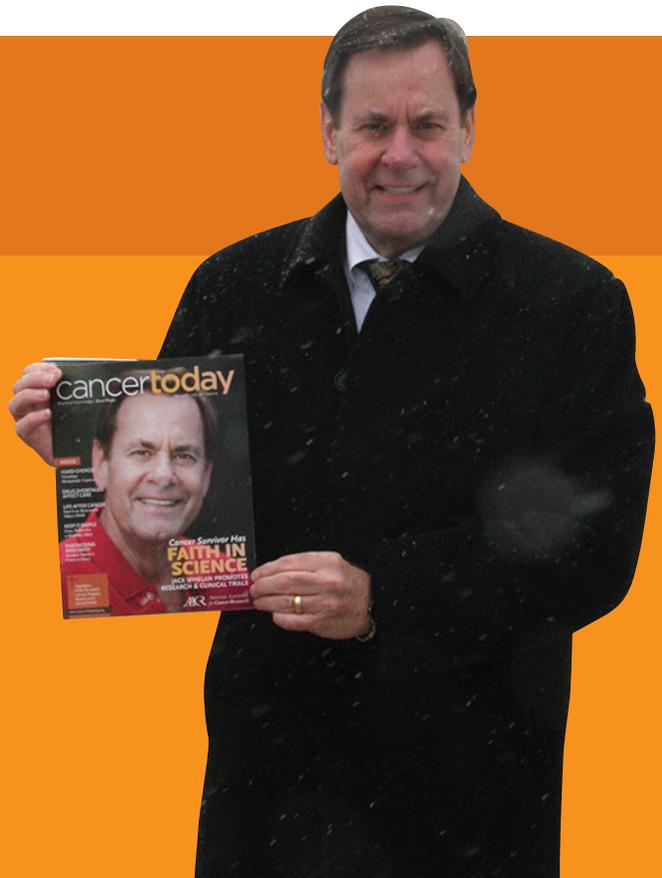


Source: E. Sun et al. (May 2008) "The Determinants of Recent Gains in Cancer Survival: An Analysis of the Surveillance, Epidemiology, and End Results (SEER) Database," *Journal of Clinical Oncology*. Accessed: March 2015.

Jack Whelan is a research analyst living with cancer. He has since become a strong patient advocate and speaks passionately about the value of medicines in treating his rare form of blood cancer.

“If I didn’t have these novel agents, I wouldn’t be here today. My message is a big hearty thank you to all who help bring these treatments to patients like myself.”

–Jack Whelan





80% – 90%

of observed survival gains in cancer* are attributable to advances in treatment - including medicines.⁴²

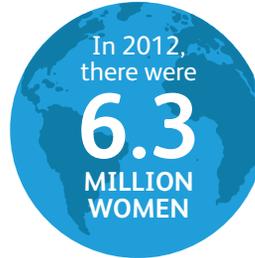
*This includes breast cancer, lung cancer, colorectal cancer, pancreatic cancer, and non-Hodgkin's lymphoma, between 1988 and 2000.

Value of Medicines in Breast Cancer



DISEASE BURDEN

- ▶ With an estimated 1.7 million new cases each year, breast cancer is the most common cancer among women worldwide. It is also the leading cause of cancer death among women, taking the lives of 560,000 in 2015.^{44, 45}
- ▶ Metastatic breast cancer patients face a median survival of approximately three years.⁴⁶



ALIVE WORLDWIDE WHO HAD BEEN DIAGNOSED WITH BREAST CANCER IN THE PREVIOUS 5 YEARS.

Adapted from: International Agency for Research on Cancer (IARC). (2013). Press Release No 223 Latest world cancer statistics global cancer burden rises to 14.1 million new cases in 2012: Marked increase in breast cancers must be addressed. *World Health Organization*.

HORMONE RECEPTOR POSITIVE (HR+) IS THE MOST COMMON TYPE OF BREAST CANCER, REPRESENTING



Adapted from: American Cancer Society. (2014). Hormone therapy for breast cancer. *Breast Cancer*. Accessed: March 2015.

VALUE OF MEDICINES

- ▶ Improved treatments represented 92 % of the increase in the share of life-expectancy gain from 1990 to 2000 for breast cancer.⁴⁷
- ▶ The return-on-investment to society from innovations in breast cancer treatment (based on gains in quality-adjusted life years) ranged from 112 % to 3,681 %, depending on treatment.⁴⁸
- ▶ In metastatic breast cancer, the treatment goal is to extend life with the best quality of life possible. This means relieving symptoms (varies by site of metastases) and slowing cancer growth with the fewest side effects.^{49, 50}



the GLOBAL ECONOMIC IMPACT of Breast Cancer due to disability and premature death

Adapted from: American Cancer Society. (2010). The global economic cost of cancer. *Cancer.org*. Accessed from <http://www.cancer.org/acs/groups/content/@internationalaffairs/documents/document/acspc-026203.pdf>.



Value of Medicines in Hemophilia



Hemophilia is a rare hereditary bleeding disorder that, without appropriate treatment, can lead to an increased risk of spontaneous bleeding, especially into joints. In severe cases, joint disease can impede an affected individual's ability to walk and may require wheelchair assistance or orthopedic surgery to repair or replace damaged joints. Bleeds into the central nervous system or other organs can be fatal.^{51, 52}

DISEASE BURDEN

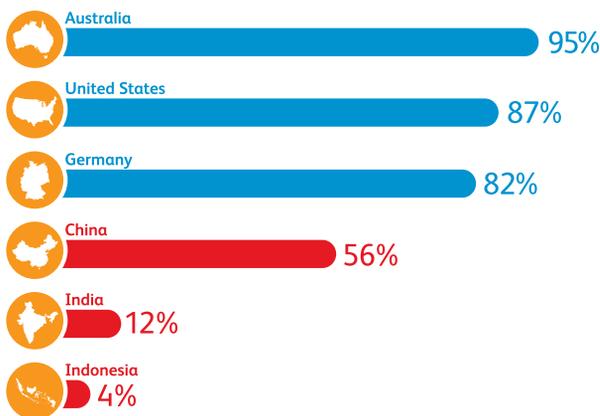
- ▶ Seventy-five percent of patients with hemophilia have physical problems, and 43 percent of adult patients and 54 percent of their caregivers report disease-related anxiety.⁵³
- ▶ According to one study, limitations in employment for patients with hemophilia cost society \$3.9 million annually.⁵⁴
- ▶ The World Federation of Hemophilia (WFH) estimates that worldwide, approximately 70 percent of patients with hemophilia are underdiagnosed and untreated, and two-thirds of the world's hemophilia patients lack reliable access to factor concentrates.⁵⁵

VALUE OF MEDICINES

- ▶ Approximately 100 years ago, the average life expectancy of a patient with hemophilia was under 10 years.^{56, 57} Advances in treatment in developed countries have substantially increased the life expectancy of patients, where children born with severe hemophilia are expected to live a normal life span and participate fully in daily activities, with appropriate care and accommodations.⁵⁸
- ▶ Still, the scientific community continues to investigate new treatments for hemophilia, such as gene therapy, with the hope of eventually finding a cure.

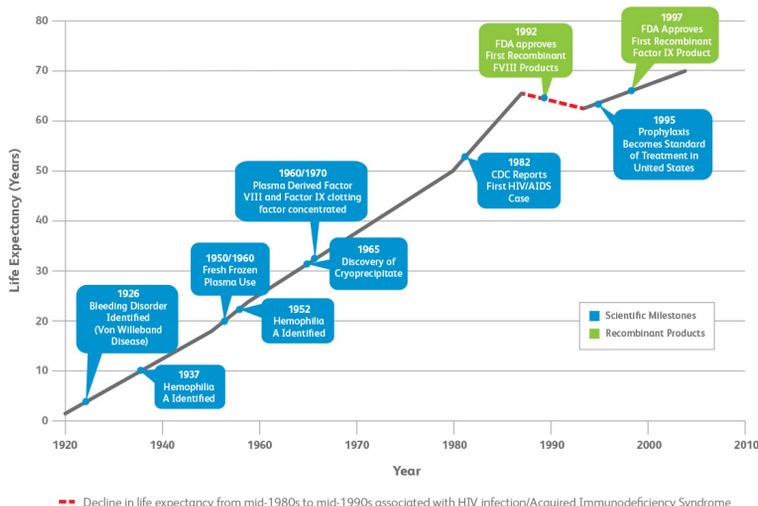
DISPARITIES IN DIAGNOSIS OF HEMOPHILIA

Estimated proportion of affected patients who have received a diagnosis, by country



Source: O'Mahoney B. "Expanding Hemophilia Care in Developing Countries" SEMINARS IN THROMBOSIS AND HEMOSTASIS/VOLUME 31, NUMBER 5 2005.

HISTORY OF HEMOPHILIA MILESTONES AND LIFE EXPECTANCY



Ingram, GI, The history of haemophilia, J Clin Pathol. 1976 Jun; 29(6): 469-479.

- ▶ Research has shown that patients receiving prophylaxis treatment were over three times less likely to have a joint bleed than those treated on demand, and the treatment has been demonstrated to reduce productivity loss.^{59, 60, 61}

PATIENTS RECEIVING
PROPHYLAXIS ARE
**3X LESS
LIKELY**
TO HAVE A JOINT BLEED

Source: Schramm et al. (2002). "Clinical outcomes and resource utilization associated with haemophilia care in Europe." *Haemophilia*, 8, 1, 33-43.

PROPHYLAXIS TREATMENT
REDUCES
PRODUCTIVITY LOSS

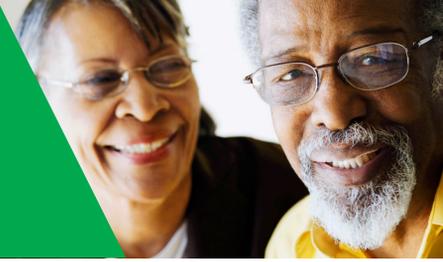


Source: Carlsson KS, Hojgard S, Lindgren A, et al.(2004). Costs of on-demand and prophylactic treatment for severe haemophilia in Norway and Sweden. *Haemophilia* 10(5):515-26. | Johnson K. & Zheng-Yi Z. (2011). "Costs of Care in Hemophilia and Possible Implications of Health Care Reform." *ASH Education Book*. 2011, 1, 413-8.

- ▶  It has been estimated that prophylaxis treatment results in savings of \$8,312-\$17,675 per bleeding episode in patients with severe hemophilia.^{62, 63}
- ▶  Treatment for children with appropriate therapy in countries with GNP less than \$2,000 can result in a fivefold (500 percent) increase in survival to adulthood.⁶⁴



The Value of Medicines in Healthy Aging



Vaccines and medicines support healthy aging at every stage of life, and are powerful contributors to living longer and healthier.

For infants and children, immunization is one of the most important things parents can do to help protect their children's health. Adults can help protect their own health by following recommended immunization schedules to help prevent diseases such as pneumococcal and meningococcal diseases.

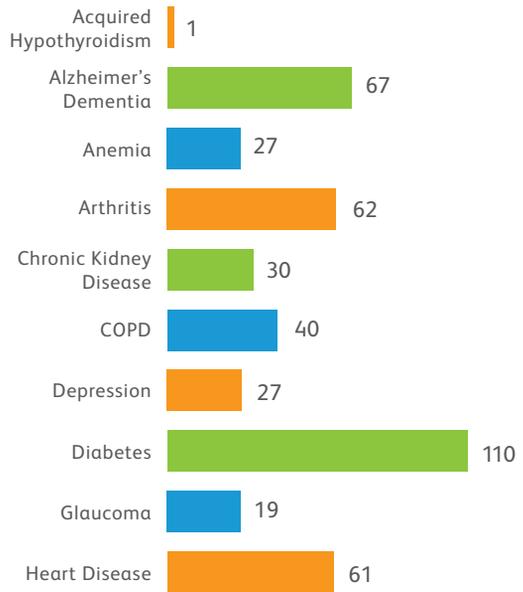
Today there are more than 430 medicines being developed for 10 leading conditions affecting older Americans.

By 2050, about 2 billion people are expected to be over 60 years old, comprising 22% of the world's population.⁶⁵

As we age in better health, our functional capacity is greater over our lifetime. Staying above the disability threshold represents an incredible advantage to society, as both health and economic burdens are reduced.

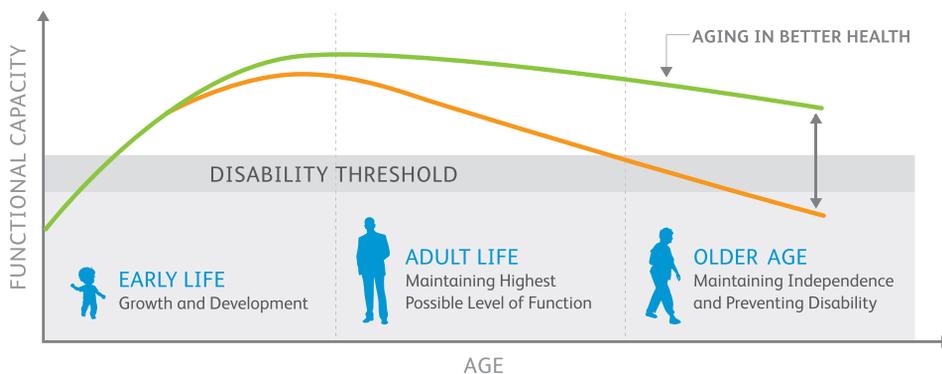


OLDER AMERICANS Medicines in Development



Source: Pharmaceutical Research and Manufacturers of America (2014). 2014 Report: Medicines in development for older Americans. PhRMA Medicines in Development. Retrieved from <http://www.phrma.org/sites/default/files/pdf/2014-meds-in-dev-older/americans.pdf>.

Aging in better health across the life course can reduce disease and disability in older age.



Source: Adapted from Kalache, A., Kickbush, I. A Global Strategy for Healthy Ageing. World Health, 1997 50(4):5.

Addressing NCDs at All Stages of Life



There is a lack of access to health care and healthy lifestyle awareness across all generations. Older populations, particularly those in resource-poor communities, face challenges in prevention and controlling non-communicable diseases (NCDs), for example cardiovascular disease, cancer, respiratory disease, and diabetes.

PFIZER GOAL

Reduce the impact of non-communicable diseases among older people in Tanzania, or low- and middle-income countries (LMICs).

ACTION

HelpAge International and Pfizer are partnering to promote active and healthy lifestyles to prevent the burden of NCDs in Tanzania. Many of these diseases can potentially become manageable conditions through innovative initiatives at local and national levels aimed at enhanced prevention, early diagnosis, follow-up, and treatment.

IMPACT

We are helping to create an environment that involves an intergenerational approach to improve health awareness and behaviors among all ages in the communities. The program has the potential to help Tanzania achieve the United Nations' Sustainable Development Goals target of reducing by one-third, premature deaths from NCDs by 2030.



Costs Offsetting Health Care Costs



Medicines are one of the best investments in health care. They can reduce other health care costs by preventing and curing disease, and by maintaining or improving health. These benefits can result in fewer trips to the doctor or hospital, fewer surgeries, or a delayed need for long-term care, each of which can be more costly than medicine.

With an aging global population and growing healthcare costs, we are looking for solutions that can create efficiencies in how we take care of our health.

Medicines in particular have a proven track record for contributing value to society. They have shown to improve health, increase life expectancy, and reduce the needs for other, often more expensive, healthcare interventions.

At Pfizer, we know our purpose. It is to innovate and bring therapies to patients that can improve and extend their lives. Looking ahead, the promise of medicines is to do just that for the most challenging diseases yet; the Value of Medicines will be demonstrated by how those treatments can effectively improve patient outcomes, reduce disease burdens, and show overall positive returns to society.

Here are some examples of how medicines can offset healthcare costs:

DIABETES

Return-on-investment: Better Adherence to Diabetes Medicines Helps Reduce Costs From Other Services



Adapted from: M. Sokol et al., (2005) "Impact of Medication Adherence on Hospitalization Risk and Healthcare Cost," *Journal of Medical Care* 43 (6).
Notes: Adherence is the extent to which patients take medicines as prescribed, in terms of dose and duration. Return on Investment estimates reflect spending attributable to the condition listed. Accessed: March 2015.

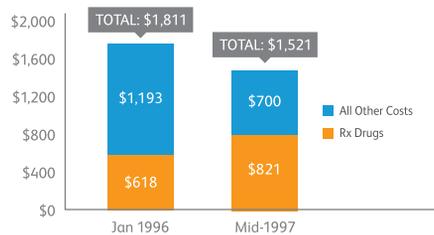
MENTAL HEALTH



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HIV

Monthly Health Spending Per Patient with HIV



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OVER-THE-COUNTER MEDICINES

Value Attributable to OTC Medicines
OTC Value Per Dollar Spent



Adapted from: The Value of OTC Medicine to the United States, January 2012, Consumer Healthcare Products Association.

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