

Brilinta approval in US - Future treatment paradigm in ACS to evolve with experience and upcoming clinical data from Effient studies

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Abstracts

Yesterday, the long awaited approval for Brilinta in ACS in the US finally came in. The approval comes with a black box warning of increased bleeding and restriction of concomitant Aspirin dosage to < 100mg. We forecast 50% market share for Brilinta in ACS, which should translate into ww peak sales of \$2.5b. Genericization of Plavix in 2012, twice daily dosing and restriction of concomitant aspirin dosage to

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