

**"ASSESSING MARKET ACCESS STRATEGIES FOR APIBAN (APIXABAN 2.5/5MG
TABLET) A COMPARATIVE ANALYSIS OF INTERNATIONAL AND DOMESTIC
MARKETS".**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree

of Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Prince Kumar

Under the Supervision and Guidance of

Saurabh Kumar

2023

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled “Assessing Market Access Strategies for Apiban (Apixaban 2.5/5mg Tablet) A Comparative Analysis of Domestic and International Markets and Hospital Survey for Medicine used for Non-Valvular Atrial Fibrillation". is the bonafide record of my original researchwork. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature

Prince Kumar

27/5/2023

CERTIFICATE

This is to certify that Prince Kumar in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her/his internship at MSN Labs during Mar 06- May 31, 2023.

Place:
Date

Preceptor/Head of the Organization
MSN Labs

CERTIFICATE

This is to certify that dissertation titled “Assessing Market Access Strategies for Apiban (Apixaban 2.5/5mg Tablet) A Comparative Analysis of Domestic and International Markets and Hospital Survey for Medicine used for Non-Valvular Atrial Fibrillation". is a record of the research work undertaken by Prince Kumar in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

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Kumar
IIHMR University, Jaipur

School Dean: Saurabh Kumar
IIHMR University, Jaipur

Date:

Date

Abstract:

This study examines the current state of the pharmaceutical industry in India, focusing on the industry scale as a whole, the cardiology segment, and the anticoagulant industry in particular. According to the information in Iquvia's report, the total value of Indian pharmaceutical industry is Rs 17,162, while cardiovascular diseases are Rs 26,028. In the segment, the anticoagulant market contributed Rs 2,410. The study also explores the competitive environment of the apixaban market, highlighting the presence of various players. However, the study shows that a significant market share can be achieved through the use of effective marketing strategies.

Introduction:

The pharmaceutical industry in India has experienced tremendous growth in recent years providing many opportunities for entrepreneurs. In order to take advantage of these opportunities, it is very important to have a good understanding of the market dynamics, especially in a particular segment. This study aims to gain insight into the assessment of all Indian industrialists, focusing on the involvement of the heart segment and the anticoagulant industry. In addition, this study aims to identify strategies that can be used to gain access to the Apixaban market.

Methods:

Evidence presented in this study comes from Iquvia's report, which provides detailed information on the Indian pharmaceutical market. The reported findings are based on rigorous data collection and analysis to ensure authenticity and accuracy. Additionally, the competitive landscape of the Apixaban market is examined through in-depth analysis of industry data, market research and expert opinion. For business access, we have partnered with business leaders from various departments and organizations at MSN Labs.

Results:

According to the Iquvia report, the total value of the Indian pharmaceutical market is Rs 17,162. In the segment, the market is valued at Rs 26,028. Of particular interest is the anticoagulant industry, which contributed Rs 2,410. Despite competing with many players, the apixaban market offers a significant opportunity to enter the market.

Discussion:

The huge value of the entire Indian pharmacy reflects its importance as a profitable business. The fact that the heart segment constitutes a large part of this market shows that there is a high demand for medical products. In the heart segment, the anticoagulants market appears to be an important part of the alliance emerging as a potential area to watch.

Although the Apixaban market has many players, this study highlights the importance of using a good marketing strategy to gain market share. Such strategies may include advertising schemes, physician education programs, and competitive pricing models. Additionally, market access can be improved through relationships with stakeholders such as healthcare providers and insurance companies.

Conclusion:

The Indian pharmaceutical market has great potential, especially in the cardiovascular and anticoagulant industries. By developing and implementing effective marketing strategies, pharmaceutical companies can effectively dominate the competitive environment and gain market share in the apixaban segment. This study provides insight into the business metrics and business strategies that go into business, paving the way for informed decision making and improving business outcomes in the Indian pharmaceutical industry.

Acknowledgements

I would like to take this opportunity to express my deepest gratitude and appreciation to all those who have supported and contributed to the completion of my dissertation project.

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Prince Kumar

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CHAPTER-1

INTRODUCTION

In the integrated and competitive global pharmaceutical industry, market access plays an important role in the success and profitability of pharmaceutical products. The aim of this study is to evaluate the market conditions by comparing the domestic and foreign market conditions of APIBAN, a special formulation of Apixaban (2.5/5mg tablet).

APIBAN is the brand name of Apixaban, an anticoagulant used to prevent and treat blood clots. As an advantage over other branded drugs, APIBAN provides the opportunity to evaluate and optimize the marketing strategy to ensure its effective penetration and penetration into the domestic market and worldwide.

The main purpose of this study is to determine and compare the marketing strategies adopted by APIBAN in domestic and international markets. Market access refers to the processes and activities involved in ensuring that medicines reach patients who need them, and also includes reimbursement, management, discretion, pricing and distribution.

This study aims to identify and analyze the main factors affecting APIBAN's access to domestic and international markets. These factors can include regulatory requirements, cost and reimbursement, healthcare standards, market conditions, competition and barriers to patient access. By making a comparison, we try to understand the similarities and differences between the entry marketing strategies in the two situations.

The findings of this study will provide a better understanding of the challenges and opportunities associated with accessing the APIBAN market. It will add to the existing knowledge by clarifying the various methods and decisions that pharmaceutical companies must make when developing generic drugs in different markets.

In addition, this study will assist pharmaceutical companies, policy makers and healthcare providers in developing effective marketing strategies for APIBAN. By identifying best practices and lessons learned, this research can guide decision-making, optimize cost and reimbursement strategies, streamline the administrative process, and increase patient access to affordable, effective vaccines.

To achieve the research objectives, the method needs to be completed, which includes a thorough review of available data, an analysis of the management process, review fees and reimbursement policies, and interviews with key stakeholders at home and abroad. markets.

This study will use quantitative and qualitative data to better understand APIBAN's market reach.

In conclusion, this study aims to evaluate the market entry strategy of APIBAN (Apixaban 2.5/5mg Tablets) by making a comparative analysis of domestic and international field trade. This study aims to develop good market strategy for pharmaceutical products by identifying key factors affecting market entry and identifying best practices. Finally, the findings will provide useful information to support the penetration and commercialization of APIBAN in a variety of clinical settings.

1. Introduction to Market Access strategy

The anticoagulant market is extremely competitive with many products competing for dominance. Being successful in this space as a pharmaceutical company requires a strong sense of commercial access to strategy. In this project, we discuss all aspects of market entry, including cost, reimbursement, and real-world evidence, and offer recommendations for pharmaceutical company departments looking to succeed in the anticoagulant market.

The Importance of market access strategy

An effective route to market access is critical to the commercial success of new anticoagulant drugs. In the face of fierce competition, pharmaceutical companies not only manufacture antibiotics, but also ensure that these drugs are accessible and affordable for patients who need them most. A good go-to-market strategy can help overcome business problems such as regulatory issues, cost constraints and financial constraints, ultimately leading to greater patient access, faster adoption and better outcomes.

1.1 Understanding Market Access Challenges

1.1.1 High prices for generic drugs

Companies are often faced with high prices for active drugs when introducing antibiotics with new mechanisms of action. These drugs already hold a strong position in the market and are often sold at low prices, making it difficult for new products to compete.

1.1.2 Stakeholder trust

Competition in the business world can lead to trust among stakeholders such as patients, providers, payers and investors. If there is no good market, patients will lose confidence in the medical system's ability to provide access to treatment, while other stakeholders will question the benefits of investing in research and development.

1.2. Strategic Approaches to Market Access

1.2.1 Target Specific Patients

To provide the most effective or cost-effective treatment for new immunosuppressive drugs, pharmaceutical companies must consider large numbers of people at the risk and failure of treatment. This approach allows companies to identify niche markets where their products will have a competitive advantage.

1.2.2 Developing a Winning Ambition

A disciplined approach to recruiting starts with setting clear goals for the brand and understanding that these goals will support overall business goals. This includes a deep understanding of the access environment and the integration of specific access objectives.

1.2.3 Deciding where to play

Developers should consider factors such as clinical settings, decision makers, stakeholders and priorities, appropriate and feasible options, and possible trade-offs.

1.2.4 Determine how to win

Winning in business competition requires defining the value of the product and communicating it to stakeholders, and determining the price, contract, refunds, payments, and processing.

1.2.5 Executing the Strategy

The organization should define, prioritize and work across functions while continuously monitoring results and adapting to market conditions.

1.3. Use real-world evidence (RWE)

1.3.1 The growing Importance RWE

As the industry moves towards adopting RWE in the transition from regulatory testing to market entry decisions, pharmaceutical companies need to put more access pressure on RWE to demonstrate value.

1.3.2 Selecting the Appropriate RWE Dataset

Companies often need help selecting the appropriate RWE dataset for their clinical and analytical needs. This includes determining the correct data, analysis plan, and sample size for the significance of the results.

1.3.3 Using RWE to build credible evidence

Life science companies can use RWE to build credible evidence and understanding about the business and clinical aspects of their products through a variety of methods, including the RWE report and assessment, safety analysis, long-term and cost to disease. and due diligence assessment.

1.4. Ensuring Fast Price Reimbursement Approvals and Rapid Market Penetration

As a pharmaceutical company, rapid approval and rapid market entry are important for anticoagulation therapy. Partnering with a business consultant with global expertise and experience in delivering accessible business plans can help you meet your cost and payback goals.

1.5. Therapeutic Archetypes for Product Launch Success

Marketing Performance Marketing performance often varies from product to product. Knowing your product archetype can help you increase the success of your product development and achieve your emotional goals. The five types of treatment include:

1. Antibiotics
2. Medications (eg. for example, anticoagulants, diabetes or respiratory)
3. High volume specialties (eg multiple sclerosis, immunology, hepatitis C)
4. Oncology
5. Rare diseases, including cell therapy and genetics

1.6. Role of Health Technology Assessment (HTA) Agencies and Payers

Work with HTAs and key payers. Engaging with these stakeholders can help you understand their expectations and needs and create a strategy that aligns with their values.

1.7 Implementing a Cross-Functional Approach to Market Access

Cross-functional job access is critical to success. This includes accessing business ideas early in the development process and interacting with a variety of business stakeholders, including researchers, policymakers, vendors and payers.

1.8. The importance of collaboration

Collaboration is essential to the successful marketing of anticoagulants. Pharmaceutical companies must collaborate with governments, manufacturers, academia, payers, digital health companies and experts to jointly develop solutions that transform healthcare systems and improve access to healthcare.

1.9. Advocacy for policy and reform

Pharmaceutical companies should advocate for policies and reforms that help make medicine more affordable and accessible to patients. This includes discussions with regulators and policy makers to promote patient rights and address economic barriers to accessing new anticoagulation therapies.

1.10. Compliance with Pharmaceutical Pricing Laws

Finally, compliance with pharmaceutical pricing laws is important for pharmaceutical companies. Compliance with laws and regulations regarding medical costs and reimbursement is an important part of business ethics and responsibility. Consequently, market access strategies for anticoagulants require an integrated approach that considers cost, reimbursement, real-world evidence, collaboration with stakeholders and governance. By understanding the unique challenges and opportunities of the anticoagulant drug market and by implementing strategic solutions, pharmaceutical companies can successfully navigate this competitive environment and pioneer new treatments for patients in need.

2. Introduction of Molecule

Apiban is a brand of Apixaban marketed by MSN Labs. Apiban, a drug widely used as an anticoagulant/blood thinner, has revolutionized the prevention of thrombosis and stroke prevention in patients at risk of blood clots. It is a type of medicine called direct oral anticoagulants (DOACs) or non-vitamin K antagonist oral anticoagulants (NOACs). Apixaban was first approved by the U.S. Food and Drug Administration (FDA) in 2012 and has since been recognized for its effectiveness, safety, and convenience in the prevention and treatment of many thromboembolic diseases.

2.1 Drug name

Apiban 2.5 mg film-coated tablet

2.2 Ingredients quality and quantity

Each film-coated tablet contains 2.5 mg approx.

Excipients with known efficacy

Each 2.5 mg film-coated tablet contains 51.4 mg of lactose.

2.3. Pharmaceutical dosage form

Film-coated tablet (tablet)

Yellow round tablet (5.95 mm inch), imprinted with 893 on one side and 2½ on the other.

2.4. Mechanism of Action:

Apixaban belongs to a class of drugs called direct oral anticoagulants (DOACs) or factor Xa inhibitors. It exerts its anticoagulant effect by selectively inhibiting Factor Xa, which is an important part of the coagulation chain. By doing this, apixaban inhibits the formation of thrombin, the enzyme responsible for converting fibrinogen to fibrin, which then inhibits the formation of blood clots.

Unlike traditional anticoagulants such as warfarin, apixaban acts directly on Xa, making treatment more predictable and effective.

2.5. Therapeutic use:

Apixaban has demonstrated efficacy in a variety of clinical settings, primarily for the prevention and treatment of venous thromboembolism (VTE) and the prevention of stroke in patients with chronic atrial fibrillation (NVAf).

Apixaban has been shown to be effective in reducing the risk of deep vein thrombosis (DVT) and pulmonary embolism (PE) in patients undergoing elective hip or knee replacement surgery. In addition, it has become an alternative to warfarin for the long-term prevention of recurrent venous thromboembolism due to its simplicity, predictable pharmacokinetics and lower risk of major bleeding.

2.6. Dosage and Administration:

The dosage of Apixaban depends on the indication being treated. The standard dose for stroke prevention with NVAF is 5 mg orally twice daily. In patients with multiple risk factors, a dose reduction to 2.5 mg twice daily is recommended. The usual dose for prevention of venous thromboembolism after hip or knee replacement is 2.5 mg twice daily for a set period of time, usually determined by the surgeon's recommendation. It is important that you follow directions and follow your doctor's instructions for it to be effective and safe.

2.7 Side Effects and Considerations:

Although Apixaban has shown good safety in clinical trials, it is not without its side effects. The most common side effects reported include bleeding, bruising, anemia, and gastrointestinal symptoms such as nausea and abdominal pain. In rare cases, serious bleeding events can occur that require immediate medical attention. It is important for patients to report any signs of bleeding or

unusual symptoms to their doctor. Also, caution should be exercised when administering apixaban to patients with impaired renal function or taking other drug-interacting drugs.

3. Brand Introduction

APIBAN is a product of Apixaban, an anti-inflammatory drug widely used in the prevention and treatment of blood clots. APIBAN was designed and developed by MSN Labs. MSN Labs is dedicated to providing quality, affordable medical care to patients around the world.

Apixaban, the active ingredient in APIBAN, belongs directly to the class of oral anticoagulants (DOACs) and works by inhibiting a specific blood clotting factor called Factor Xa. This process helps prevent the formation of blood clots, reducing the risk of stroke, embolism and other thromboembolic diseases.

Based on the generic of Apixaban, APIBAN offers branded drug benefits while maintaining efficacy, safety and quality. It goes through the development and manufacturing process, following strict control procedures and quality standards to ensure consistency and reliability in every dose.

APIBAN is produced with the same active ingredients, dosage and medicinal properties as the new product. It is bioequivalent, meaning it is absorbed, distributed, metabolized and excreted similarly to the drug used. This allows APIBAN to offer the same therapeutic benefits as other new products at a more affordable price.

APIBAN provides doctors and patients with more treatment options and easy access to Apixaban treatment. This type of medication is a good choice for people who need anticoagulant therapy as it helps reduce the cost of treatment without compromising the quality and efficacy of the medication. Patients prescribed

APIBAN can achieve the same results as patients newly prescribed Apixaban.

It provides a good option for anticoagulant therapy in patients with non-valvular atrial fibrillation, venous thromboembolism and other conditions requiring anticoagulant therapy.

In summary APIBAN is a reliable and cost-effective product of Apixaban and offers doctors and patients an alternative to brand-name drugs. With a balance of efficacy, safety and quality, APIBAN plays an important role in improving patient outcomes and expanding access to important anticoagulation therapies.

1. Introduction to Organization

MSN Labs is a profitable pharmaceutical company with significant influence in the global healthcare industry. Established in [insert year], MSN Labs has quickly become a well-established name in the research, development and manufacture of quality pharmaceutical products.

Headquartered in Hyderabad, India, MSN Labs is committed to innovation, quality and affordability to provide healthcare solutions to patients worldwide. The company has created a strong environment, including state-of-the-art factories, research and development centers, and skilled workers, to have a wide range of pharmaceutical products to tailor to patients' needs. and doctors.

One of MSN Labs' strengths is its broad product portfolio that covers a wide range of treatments including cardiovascular, central nervous system, respiratory, oncology and more. The company's broad product line addresses a wide range of diseases by addressing critical medical needs and improving the quality of life of patients worldwide. Also, MSN Labs is known for its focus on research and development (R&D), with a team of experienced experts and researchers. The company has invested heavily in research and development to create new models, improve drug delivery, and increase the efficacy and safety of its products. This dedication to innovation has led MSN Labs to launch many first-of-its-kind products and receive many international patents. Quality is paramount in MSN Labs' operations and the company implements strict controls at every stage of the production process. MSN Labs has received numerous international accreditations and regulatory approvals, including those from the US Food and Drug Administration (FDA), European Medicines Agency (EMA) and many other regulatory bodies around the world. These certifications and approvals demonstrate that the company is committed to maintaining the highest standards of quality, safety and efficiency in its pharmaceutical products.

MSN Labs' unwavering commitment to excellence and dedication to customer satisfaction has given it a strong global presence. By exporting its products to [insert number], the company has become a trusted partner among physicians worldwide. Working with partners around the world, MSN Labs strives to make a difference in improving access to affordable, exciting medicines and contributing to the health of patients around the world.

As a result, MSN Labs is a strong and innovative pharmaceutical company with a global presence. Its commitment to quality, innovation and affordability has made it a trusted player in the global healthcare industry. With a broad product line, focus on research and development, and a commitment to improving patient outcomes, MSN Labs continues to make a positive impact on the pharmaceutical industry and global healthcare.

Literature Review

Leibfried M.J., Arsiwalla M.Y., Richardson S.K. 2014: Pharmaceutical manufacturers are using new patient services to gain access to emerging markets, and by finding ways to reduce overall patient spending. While we may be able to identify new patient access program archetypes in our categories, it's important to remember that many programs contain items from the list that have been verified. Finally, pharmaceutical companies must consider many factors when designing programs, including changes in the country, assets and strategies, and the content of the design.

Sendyona semukaya, Manan Khaled 2016: The concept of access to the market is still not understood and, in the opinion of the participants, its definition is different. Creating good products and making them accessible to patients, a broad understanding of market access and the value of many stakeholders. It should also be determined whether the payers are involved in the production of medicinal products.

Toumi Mondhar, Jaroslowski Szymon 2017: The aim to access new markets to increase their customer base and reach a larger audience. By entering new markets, businesses can tap into untapped opportunities and diversify their revenue streams. And allows companies to generate additional sales and increase their revenue by expanding their customer base. It provides access to new customers who may have different needs and preferences. Gathering information about the target market, including market size, growth potential, competitive landscape, customer demographics, cultural factors, regulatory environment, and trade barriers. Market research helps identify market gaps, customer needs, and potential challenges. After gathering market research data, an assessment of the target market is conducted. This involves evaluating the market's attractiveness and compatibility with the company's products or services. Factors such as market demand, customer preferences, purchasing power, and market dynamics are analyzed to assess the market's viability.

Pentli Dimitra, Alexandra nolting et al 2015: Transparency should be increased in evidence-based decisions. International cooperation can facilitate knowledge exchange, increase the efficiency of knowledge production, and strengthen new or established systems.

Murteira Susana, Millier Aurelie et al 2014: US and European policies on drug change and innovation recognize the frequent reference to change strategies in the regulation rather than reform. Additionally, limitations such as patent expiration and reissue methods or types of changes seem to affect the management method chosen for each case.

Lumure Michel, Ghezaiel Zied et al 2014: Reuse has become an important concept in drug development, but it faces many challenges, including increasing and changing regulatory processes. This is the second study in a series of three-pronged advertising projects with the ultimate goal of understanding the causes and conditions of the market for drug reuse in the United States and Europe. The aim of this study is to identify the management methods associated with each type of reuse strategy, according to the names mentioned earlier in the first paragraph of this article. The selection process from identified cases gathered a total of 141 case studies from all countries, combining available data and consensus from the US and Europe. Regulatory

information has been removed for all original and refurbished drug products, and some regulatory features have also been removed, such as name changes and pre- and post-patent expiration dates. Descriptive analysis was conducted to identify factors and explore possible relationships between different management processes and characteristics of reform and interest in reform issues.

Khazzaka Micheline et al 2019: Companies rely on marketing plans to influence healthcare providers. Previous research has shown that pharmaceutical companies are successfully controlling physician behavior in developing countries. However, there are few studies investigating the impact of pharmaceutical marketing strategies on pharmaceutical standards in developing and Middle Eastern countries. The aim of this study is to determine the impact of pharmaceutical companies' strategies, including physician demographics, on physician prescribing behavior in the Lebanese market. In addition, the study tested whether Lebanese doctors received ethics-based awards and standards. The results of this study present a promising study as one of the first modest steps in the future direction of integration of this article with previous literature. From a management perspective, pharmaceutical companies' medical professionals can use the findings to create better strategies for Lebanese doctors who can benefit from the results achieved.

Zehra Ladha et al 2007: Many studies have been conducted on whether brands play a role in consumer behavior. Companies that sell products follow certain standards for how they market their products. However, whether this model is transferable and applicable to the pharmaceutical industry is still debated. This article discusses the types and their advantages and disadvantages in general. The advantages and disadvantages of doing business only for pharmaceutical companies will then be discussed. The authors of the primary study added information from secondary research to answer specific questions about consumers' views on brand-name drugs and brand-name drugs. The results were discussed, followed by recommendations on how to improve the quality of pharmaceutical products.

Bamberger Peter, Phillips Bruce et al 1991: While much has been devoted to HR strategy in recent years, little has been done to examine the extent to which conflict or conflict is caused by the various forces that help shape HR strategy. In this article, the impact of the business environment and the human capital concept strategies of companies in the pharmaceutical industry are examined. In particular, data from the company's annual reports were used to develop baseline hypotheses about where, when and why the environmental impact on HR strategy will be greater or lesser with business value across various dimensions of HR strategy.

Parker R. Stephen et al 2005: Various advertising strategies are used to promote drug sales. Push technology has always been an important tool used to encourage doctors to prescribe and thus increase sales. Recently, the traditional push strategy has been supplemented by the pull strategy. Direct-to-consumer advertising is increasingly used to encourage consumers to seek prescriptions from their doctors. This study compares the characteristics of the two stakeholders most involved in the sales process; doctors and pharmacists. The findings show that physicians and pharmacists differ on the effectiveness and ethics of various promotional strategies.

Ahuja Rakhi, Bheteja Jatin, et al 2022: According to the American Marketing Association, "Green marketing is the marketing of products that are deemed safe for the environment." The

green economy emerged as a response to growing concerns about the state of the environment, which has a major impact on public health. Green business is a management process responsible for identifying, anticipating and meeting the needs of customers and communities in order to be efficient and effective. A sustainable business is important to ensure safety not only for today, but also for tomorrow. This document provides a review of green marketing in medicine, including definition of green marketing, implementation of green marketing at various levels, green marketing practices of technology advertising-based organizations and pharmaceutical groups, and consumer sentiment. On green marketing and the pharmaceutical industry in India. Goals derived from data collected over a ten-year period measure the impact of green marketing such as green marketing strategies, green customers, green communication, green segmentation and targets, green supply chains and management, India's green promotion. performance of the pharmaceutical group. The opinions of consumers on green product advice are the most attractive to pharmaceutical companies. Although many studies have been done on the green economy, there is a lack of data focusing on pharmacies.

Grace Cheri et al 2004: The aim of this study is to answer the following policy questions: How does product patent management affect access to drugs in India and China? Should generics of patented drugs be withdrawn from the market? Will the price go up? Will housework disappear? Will foreign companies be willing to cooperate with domestic companies? How does it affect donors? The study is not based on national evidence, but was selected in addition to data collected from interviews with whistleblowers and written records to verify. Most desk studies focus on gathering information from existing publications, surveys and interviews to effectively answer many policy questions. What's new about this study is that it combines this data from various to answer specific questions. The process includes a literature review of academic, press and independent auditor reports from large companies. Research assistance from Kate Hurtig and Rabiya Hussain helped collect this data. people were interviewed in the following categories: academics, equity analysts from major banks in India and London, scientists and doctors in China, project managers and communicators from research-based MNCs, IFPMA, India and South Africa. Pharmaceutical industry, legal professionals and industry experts in India, individuals from the World Health Organization and other United Nations organizations with extensive experience in the specified matters. LBS sponsored the India Business Forum, which featured discussions on the Indian pharmaceutical industry and also provided valuable information.

Kalotra et al 2014: Multinational pharmaceutical companies are responsible for changes in current business strategies. Leading companies seek a higher level of development than the development of change, new companies are on the way, companies that do not develop new products and processes are difficult to compete with reform organizations. The pharmaceutical industry is complex. The technology behind drug discovery and development is at the cutting edge of human knowledge. The size of the company and the complexity of its processes and technologies present many challenges in organization and management. Distribution systems are very expensive to build and maintain. My research examines the processes and outcomes of pharmaceutical companies around the world. This article will explain the changing marketing strategy of pharmaceutical companies in the transition from acute to chronic treatment. This research paper will also provide an insight into the product management processes of these

organizations and inform clients that these organizations have developed different strategic marketing strategies.

Lip Gregory Y. H., Kamble Shital 2018: Discontinuation of oral anticoagulants may increase the risk of stroke in patients without atrial fibrillation (NVAF). This study describes and compares the risk of discontinuation of a real-life treatment in NVAF patients initiating apixaban, warfarin, dabigatran or rivaroxaban therapy. This retrospective study evaluated newly anticoagulated NVAF patients from the Market Scan® public database from 01/01/2012 to 31/12/2014. It is defined as the failure to deliver the prescribed medicine within 30 days from the last supply date of the last order. Cox models were used to estimate treatment discontinuation hazard ratios (HRs), adjusted for age, sex, and covariates. Of the 45,361 eligible NVAF patients, 15,461 (34.1%) initiated warfarin; 7,438 (16.4%) apixaban; 4,661 (10.3%) dabigatran; 17,801 (39.2%) started treatment with rivaroxaban. Initiation of dabigatran compared to warfarin (adjusted HR [aHR]: 0.84, 95% confidence interval [CI]: 0.80–0.87, $P<0.001$), rivaroxaban (aHR: 0.001).70, %95 GA: 0.68–0.73, $P<0.001$), yogs apixaban (aHR: 0.57, %95 GA: 0.55–0.60, $P<0.001$) were 16%, 30%, and 43% less than treatment, respectively. Compared to apixaban, patients starting dabigatran (aHR: 1.46, 95% CI: 1.38–1.54, $P<0.001$) missing is rivaroxaban (aHR: 1.23, 95% CI: 1.17–1).28, $P<0.001$) most should not be treated. In patients undergoing new anticoagulated NVAF in the real setting, initiation of rivaroxaban, dabigatran, or apixaban is associated with a lower risk of discontinuation compared to warfarin. Patients initially treated with warfarin, dabigatran or rivaroxaban should generally not be treated with apixaban.

Harenberg Job, Krejczy Martin, et al 2014: We performed a cost-effectiveness analysis of new oral contraceptives (NOACs) in the German population based on quality-adjusted life years (QALYs), total costs, and incremental costs (ICERs). The aim of our research is to examine the cost-effectiveness of current drug prices in Germany and to compare them with other countries. Data were obtained from the RE-LY of dabigatran, the ROCKET AF of rivaroxaban, and the ARISTOTLE study of apixaban. During the 20-year follow-up, comparisons of NOACs were attempted using Markov decision models, Monte Carlo simulations (MCS), and additional analysis. The main subject used for analysis is German public health insurance. Evidence from a 65-year-old man with a CHADS2 score > 1 resulted in a QALY of 7.56-7.64 for warfarin. NOAC 0.04-0 added. The total cost of warfarin ranges between 7622 and 9069 Euros and NOACs between 19537 and 20048 Euros. A sensitivity analysis shows that the current market price of NOACs in Germany exceeds the willingness-to-pay threshold of (default) 50,000 EUR/QALY for each treatment. MCS showed willingness-to-pay costs, with a significant difference between dabigatran 150 mg bid and rivaroxaban, ranging from €60,500/QALY for apixaban to €278,000/QALY for bigatran 110 mg bid. As a result, from the point of view of health insurance in Germany, current market prices are based on quality of life. These results from clinical trials (efficacy) have yet to be verified in real life (efficacy).

Brown JD, Shewale A.R. et al 2017: To compare adherence and standard treatment of NOACs for stroke prevention in patients without atrial fibrillation (NVAF). In this retrospective study, we identified emergency and previously untreated NVAF patients from a large injury database between 2013 and 2014. Patients who started rivaroxaban, dabigatran, or apixaban within 30 days

of diagnosis were included. Medication compliance and adherence to oral contraceptives were assessed using percent of days covered (PDC) at months 3, 6, and 9. The number of changes and disparities in treatment were also evaluated. The analysis was stratified by stroke risk and logistic regression models were used to control for factors that could predict effectiveness.

Noseworthy P.A., Yao X, Abraham N.S et al 2016: The introduction of non-vitamin K antagonist oral anticoagulants (NOACs) was initially important in the prevention of stroke in atrial fibrillation (AF). Patients and physicians can now choose between different NOACs, but there is no direct evidence of comparative results to guide the decision. We aimed to compare the efficacy and safety of dabigatran, rivaroxaban and apixaban in clinical practice. We generate our one-to-one score using a large database of US data

Karthikeyan G, Eikelboom JW et al 2011: Apixaban, an active, selective, direct-acting, reversible Xa inhibitor, is being evaluated for the treatment of acute coronary syndrome (ACS). This article reviews the rationale and evidence for the use of anticoagulants in the long-term treatment of ACS, preliminary data from the Phase 2 Apixaban for Ischemic Stroke Prevention and Safety (APPRAISE) trials, and the potential of future vaccines. Action Apixaban is used for this indication.

METHODOLOGY

Evidence presented in this study comes from Iquvia's report, which provides detailed information on the Indian pharmaceutical market. The reported findings are based on rigorous data collection and analysis to ensure authenticity and accuracy. Additionally, the competitive landscape of the Apixaban market is examined through in-depth analysis of industry data, market research and expert opinion. For business access, we have partnered with business leaders from various departments and organizations at MSN Labs.

Research Design

- ❖ Study type: Descriptive study
- ❖ Data source: Primary and secondary research
- ❖ Data collection technique: Secondary research
- ❖ Data collection tool: Interact with different Marketing head

Sample Design:

- ❖ Target population: Marketing Professionals
- ❖ Sample size: 30 Marketing Professionals
- ❖ Study Location: Hyderabad, Delhi

Market Access Strategy:-

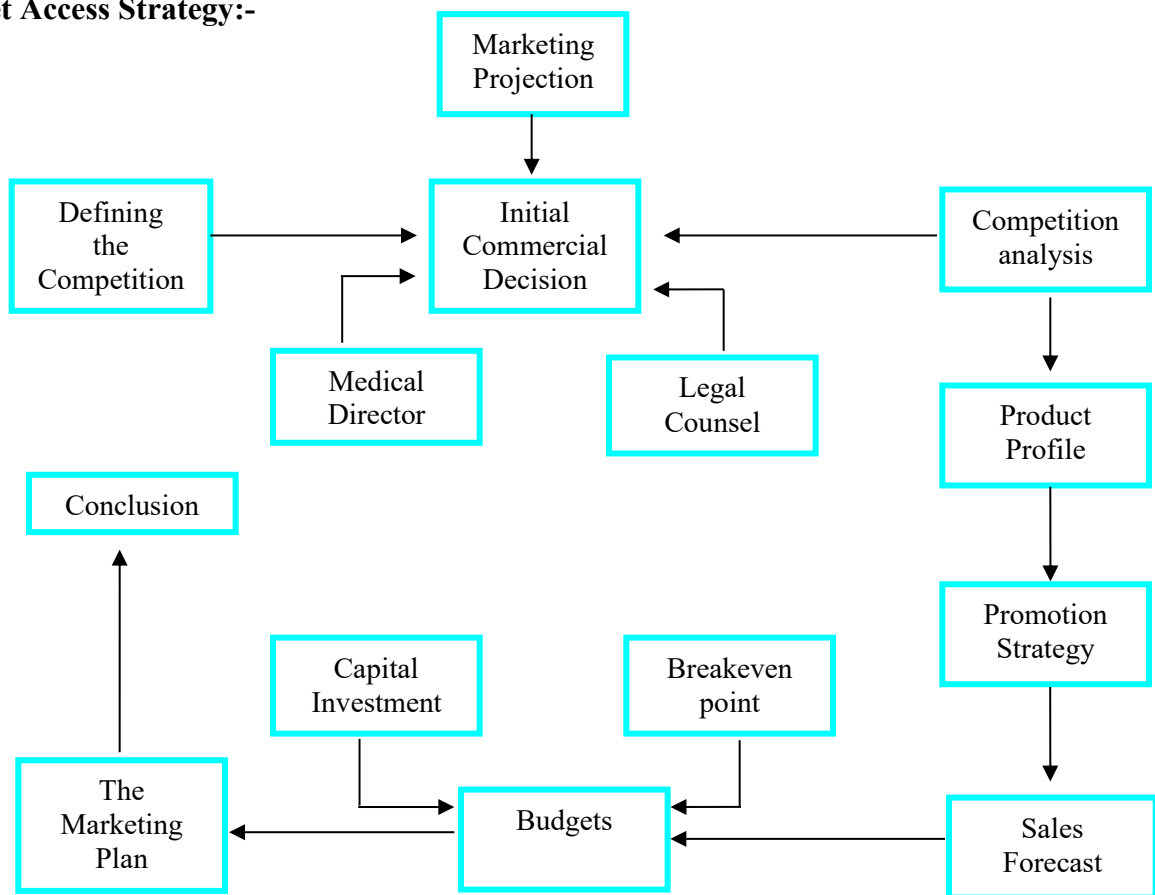


Figure 1. A Systemic approach to the marketing of ethical pharmaceutical products

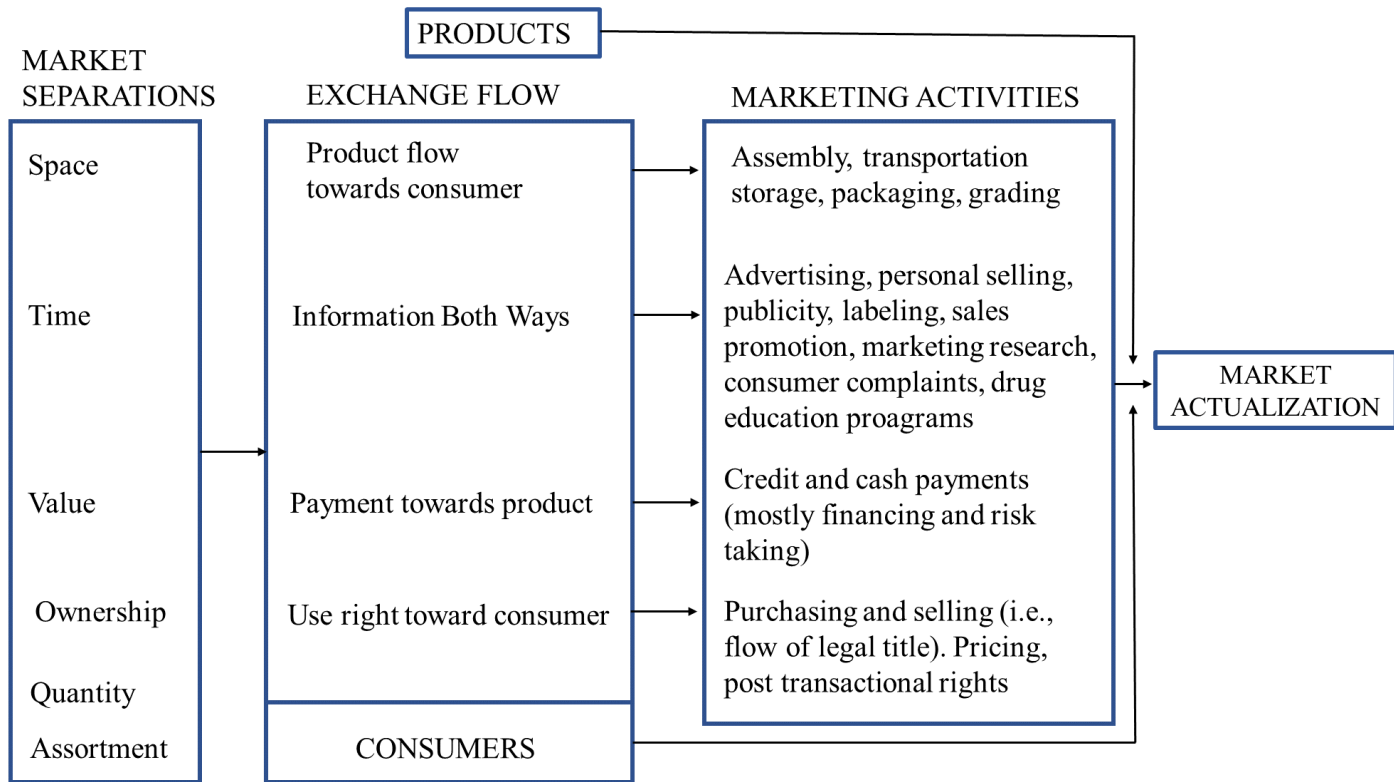


Figure 2. The process of market actualization

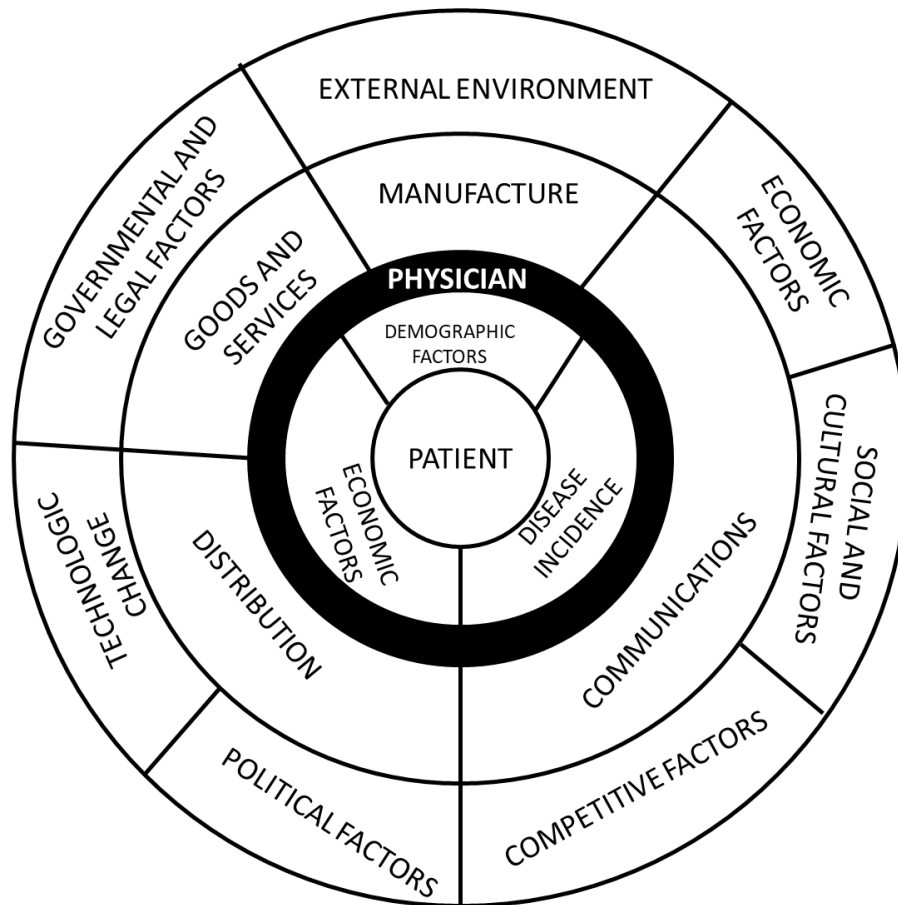
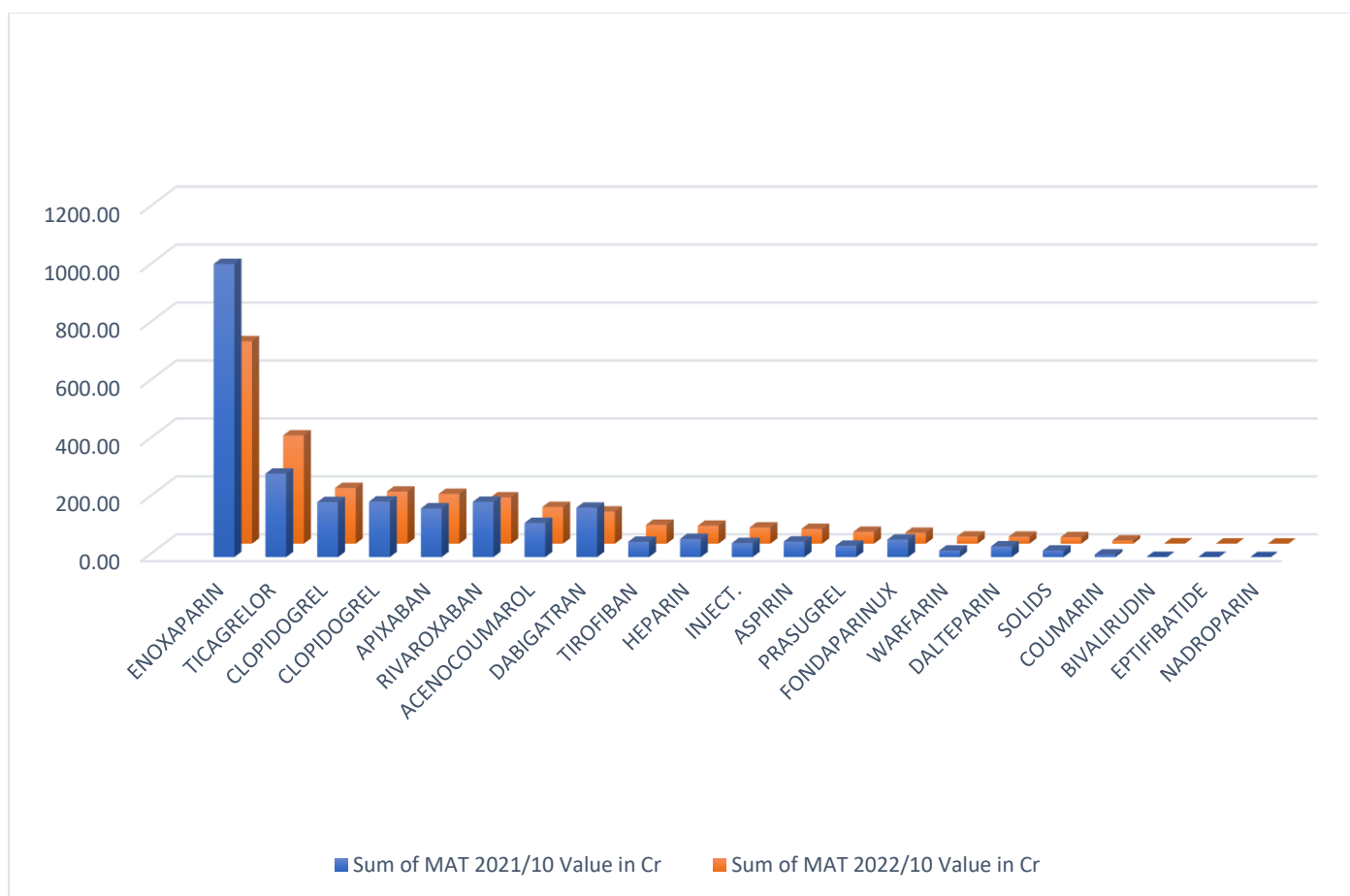


Figure 2. The environment of pharmaceutical Marketing

Competitive Analysis of APIBAN

S NO	ANTICOAGULANT
1	WARFARIN
2	CLOPIDOGREL
3	ACETYLSALICYLIC ACID+CLOPIDOGREL
4	ACETYLSALICYLIC ACID+CLOPIDOGREL+GLYCINE
5	ACENOCOUMAROL
6	COUMARIN
7	ACETYLSALICYLIC ACID+ESOMEPRAZOLE
8	ACETYLSALICYLIC ACID+TICAGRELOR
9	ACETYLSALICYLIC ACID+GLYCINE
10	TROXERUTIN
11	ACETYLSALICYLIC ACID+PRASUGREL
12	ABCIXIMAB
13	ALTEPLASE
14	FACTOR VIII
15	BEMIPARIN SODIUM
16	EPTACOG ALFA (ACTIVATED)
17	OZAGREL
18	DALTEPARIN SODIUM
19	ENOXAPARIN SODIUM
20	PRASUGREL
21	HEPARIN
22	FONDAPARINUX SODIUM
23	TIROFIBAN
24	NADROPARIN CALCIUM
25	RIVAROXABAN
26	EPTIFIBATIDE
27	TICAGRELOR
28	BIVALIRUDIN
29	DABIGATRAN ETEXILATE
30	APIXABAN

Table 1. Different types of Anti-coagulants (molecule)



Graph 1. Comparison of different Anti-coagulant molecules in 2021-22

MOLECULE	Sum of MAT 2021/10 Value in Cr	Sum of MAT 2022/10 Value in Cr
ENOXAPARIN	1011.63	698.67
TICAGRELOR	288.04	373.70
CLOPIDOGREL	189.84	192.17
CLOPIDOGREL	191.85	179.76
APIXABAN	168.11	171.65
RIVAROXABAN	190.69	159.60
ACENOCOUMAROL	118.08	126.79
DABIGATRAN	170.55	110.98
TIROFIBAN	52.96	65.14
HEPARIN	62.89	62.08
INJECT.	48.41	56.03
ASPIRIN	53.48	51.10
PRASUGREL	39.26	40.90
FONDAPARINUX	60.42	37.50

WARFARIN	22.58	24.69	
DALTEPARIN	37.02	24.25	
SOLIDS	22.76	22.49	
COUMARIN	8.79	11.08	
BIVALIRUDIN	0.62	0.98	
EPTIFIBATIDE	0.51	0.50	
NADROPARIN	0.00	0.00	

Table 2. Molecule and their trends in 2021-22

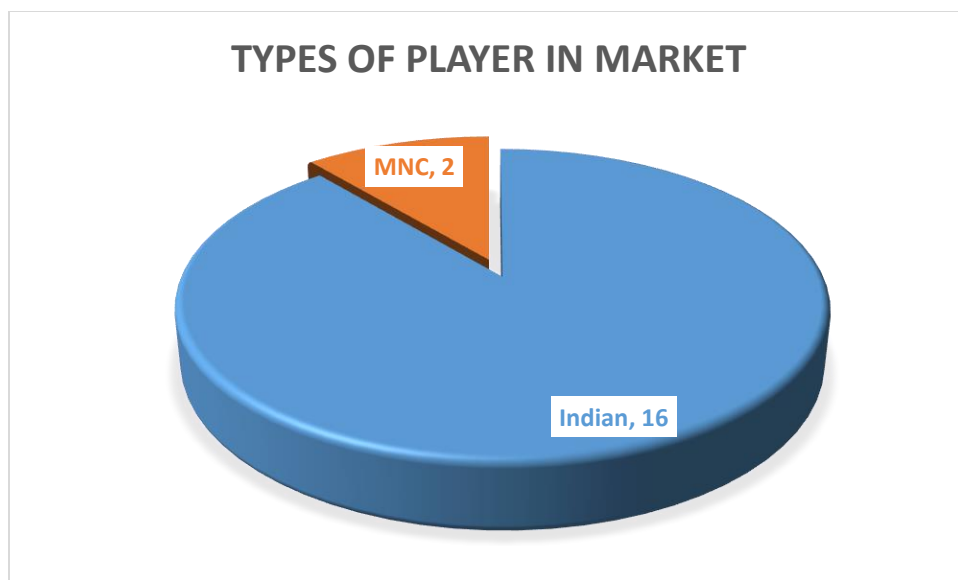
Different Pharmaceutical Organization in Anti-coagulant Market in India		
ZYDUS CADILA	CADILA PHARMA	SAMARTH PHARMA
ARISTO PHARMA	LA RENON HEALTHCA.	UNITED BIOTECH
U S V	MANKIND	AKUMENTIS HEALTH
EAST WEST PHARMA	LARION LIFE SCI.	THEMIS MEDICARE
TORRENT PHARMA	SUN PHARMA	MYLAN PHARMA
CIPLA	WOCKHARDT	ALKEM
BAL PHARMA	INDOCO	FDC
BLUE CROSS	MATIAS HEALTHCARE.	FRESENIUS KABI
EMCURE	LUPIN LIMITED	CHANDRA BHAGAT PHA
TROIKAA PHARMA	ZYDUS BIOCHEM	VERITAZ HEALTHCARE
ERGOS LIFE SCIENCE	PULSE PHARMA	GLAXOSMITHKLINE
OLCARE LAB	MSN LABS	OAKNET HEALTHCAR
STANCARE	LLOYD HEALTHCARE	ACMEDIX PHARMA
TRITON HEALTHCARE	SUNIJ PHARMA	ALNICHE
KARNATAKA ANTIBIOT	GOLDLINE PHARMACE.	MEDLEY PHARMA
INTAS	FINECURE PHARMA	NATCO PHARMA
FUSION HEALTHCARE	INDIABULLS PHARMA	INVISION MEDI SCIE
SIGMUND PROMEDICA	LIVIDUS PHARMA	TAS MED
SINSAN PHARMA.	BAYER ZYDUS PHARMA	ASTRAZENECA
AKESSIS PHARMA	MICRO LABS	KOYE PHARMA
IPCA LABS	DR REDDYS LABS	PRECIA PHARMA
HETERO HEALTHCARE	LINCOLN PHARMA	PFIZER
SANOFI	RELIANCE LIFESCIE.	AMBALAL SARABHAI
WINGS PHARMA	BOEHRINGER INGELH.	MERIDIAN ENTERPRI.
APRICA PHARMA	ELDER PHARMA	PHARM PRODUCTS
RHINE BIOGENICS	ABBOTT	SHREYA LIFESCIENCE
ABBOTT HEALTHCARE	GLAND PHARMA	FOURRTS INDIA
ERIS LIFE SCIENCES	PHARMACIA	ALTEUS BIOGENICS
ICON LIFESCIENCES	ASTRANOVA BIOTECH	MED MANOR ORGANICS
IND-SWIFT	BHARAT BIOTECH	BIOLOGICAL E
MATTEO HEALTHCARE.	VENUS REMEDIES	NEON LABS

ICARUS HEALTHCARE	CORONA REMEDIES	RANBAXY
AJANTA PHARMA	BIOCON	GUFIC
MACLEODS PHARMA	BENNET PHARMA	BDR PHARMA
ALEMBIC	CELON LAB	VHB LIFESCIENCES
DIVINE SAVIOR	NOVO MEDISCIENCES	BHARAT SERUM
ZUVENTUS HEALTHCAR	GLENMARK PHARMA	

Table 3. Different Pharmaceutical players in Anti-coagulant market

S. No	COMPANY
1	INTAS PHARMA*
2	MSN LABS
3	NATCO PHARMA
4	CIPLA
5	MICRO LABS*
6	INDOCO*
7	LA RENON HEALTHCA.
8	ALKEM*
9	TORRENT PHARMA*
10	BDR PHARMA
11	CADILA PHARMA
12	PFIZER*
13	SUN*
14	GLENMARK PHARMA
15	LUPIN LIMITED
16	ALTEUS BIOGENICS
17	ABBOTT*
18	EMCURE*

Table 4. Different Pharmaceutical Players in Apixaban Market



Graph 1. No of Indian Pharmaceutical & MNC in Apixaban Market

BRANDS	COMPANY	PACK_DESC	PTR
ABAXIS	INTAS PHARMA*	ABAXIS FILM C.TABS 2.5 MG x 30	321.43
APIBAN	MSN LABS	APIBAN FILM C.TABS 2.5 MG x 10	85.72
APIGAT	NATCO PHARMA	APIGAT FILM C.TABS 2.5 MG x 30	514.29
APIGY	CIPLA	APIGY FILM C.TABS 2.5 MG x 10	107.14
APIVAS	MICRO LABS*	APIVAS FILM C.TABS 2.5 MG x 10	171.43
APIXABID	INDOCO*	APIXABID FILM C. TABS 2.5 MG x 10	85.71
APIXAGRESS	LA RENON HEALTHCA.	APIXAGRESS FILM C.TABS 2.5 MG x 10	85.71
APIXAPIL	ALKEM*	APIXAPIL FILM C.TABS 2.5 MG x 10	53.57
APIXATOR	TORRENT PHARMA*	APIXATOR FILM C. TABS 2.5 MG x 10	85.71
BDPIXA	BDR PHARMA	BDPIXA FILM C.TABS 2.5 MG x 10	0.00
CADIQUIS	CADILA PHARMA	CADIQUIS FILM C. TABS 2.5 MG x 10	35.72
ELIQUIS	PFIZER*	ELIQUIS FILM C.TABS 2.5 MG x 14	624.63
ELIQUIS	PFIZER*	ELIQUIS FILM C.TABS 2.5 MG x 10	417.29
ELIXABAN	SUN*	ELIXABAN FILM C.TABS 2.5 MG x 10	85.71
FAXAPIX	LA RENON HEALTHCA.	FAXAPIX FILM C. TABS 2.5 MG x 10	85.71
PAXIBA	GLENMARK PHARMA	PAXIBA FILM C.TABS 2.5 MG x 10	107.14
PIXAFLO	LUPIN LIMITED	PIXAFLO FILM C.TABS 2.5 MG x 10	91.07
TENPAX	ALTEUS BIOGENICS	TENPAX FILM C.TABS 2.5 MG x 15	128.57
XAPILIS	ABBOTT*	XAPILIS FILM C.TABS 2.5 MG x 14	150.00
ZUVIXA	EMCURE*	ZUVIXA FILM C.TABS 2.5 MG x 10	117.75

Table 5. Competition in 2.5mg Apixaban market in India

BRANDS	COMPANY	PACK_DESC	PTR
ABAXIS	INTAS PHARMA*	ABAXIS FILM C.TABS 5 MG x 30	407.14
APIBAN	MSN LABS	APIBAN FILM C.TABS 5 MG x 10	107.14
APIGAT	NATCO PHARMA	APIGAT FILM C.TABS 5 MG x 30	610.72
APIGY	CIPLA	APIGY FILM C.TABS 5 MG x 14	190.00
APIGY	CIPLA	APIGY TABS 5 MG x 10	135.71
APIVAS	MICRO LABS*	APIVAS FILM C.TABS 5 MG x 10	203.57
APIXABID	INDOCO*	APIXABID FILM C. TABS 5 MG x 10	0.00
APIXAGRESS	LA RENON HEALTHCA.	APIXAGRESS FILM C.TABS 5 MG x 10	128.57
APIXAPIL	ALKEM*	APIXAPIL FILM C.TABS 5 MG x 10	70.71
APIXATOR	TORRENT PHARMA*	APIXATOR FILM C. TABS 5 MG x 10	107.14
BDPIXA	BDR PHARMA	BDPIXA FILM C.TABS 5 MG x 10	0.00
CADIQUIS	CADILA PHARMA	CADIQUIS FILM C. TABS 5 MG x 10	71.43
ELIQUIS	PFIZER*	ELIQUIS FILM C.TABS 5 MG x 10	935.52
ELIXABAN	SUN*	ELIXABAN FILM C.TABS 5 MG x 10	107.14
FAXAPIX	LA RENON HEALTHCA.	FAXAPIX FILM C. TABS 5 MG x 10	128.57
PAXIBA	GLENMARK PHARMA	PAXIBA FILM C.TABS 5 MG x 10	142.86
PIXAFLO	LUPIN LIMITED	PIXAFLO FILM C.TABS 5 MG x 10	112.50
XAPILIS	ABBOTT*	XAPILIS FILM C.TABS 5 MG x 14	190.00
ZUVIXA	EMCURE*	ZUVIXA FILM C.TABS 5 MG x 10	157.00

Table 5. Competition in 5mg Apixaban market in India

10 Tab	
Strength	Average Price
2.5	115.00
5.00	194.00
14 tab	
2.5	387.32
5	190.00
30 Tab	
2.5	417.86
5	508.93

Result & Discussion

According to the Iquvia report, the total value of the Indian pharmaceutical market is Rs 17,162. In the segment, the market is valued at Rs 26,028. Of particular interest is the anticoagulant industry, which contributed Rs 2,410. Despite competing with many players, the apixaban market offers a significant opportunity to enter the market.

The huge value of the entire Indian pharmacy reflects its importance as a profitable business. The fact that the heart segment constitutes a large part of this market shows that there is a high demand for medical products. In the heart segment, the anticoagulants market appears to be an important part of the alliance emerging as a potential area to watch.

Although the Apixaban market has many players, this study highlights the importance of using a good marketing strategy to gain market share. Such strategies may include advertising schemes, physician education programs, and competitive pricing models. Additionally, market access can be improved through relationships with stakeholders such as healthcare providers and insurance companies.

Conclusion

The Indian pharmaceutical market has great potential, especially in the cardiovascular and anticoagulant industries. By developing and implementing effective marketing strategies, pharmaceutical companies can effectively dominate the competitive environment and gain market share in the apixaban segment. This study provides insight into the business metrics and business strategies that go into business, paving the way for informed decision making and improving business outcomes in the Indian pharmaceutical industry.

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