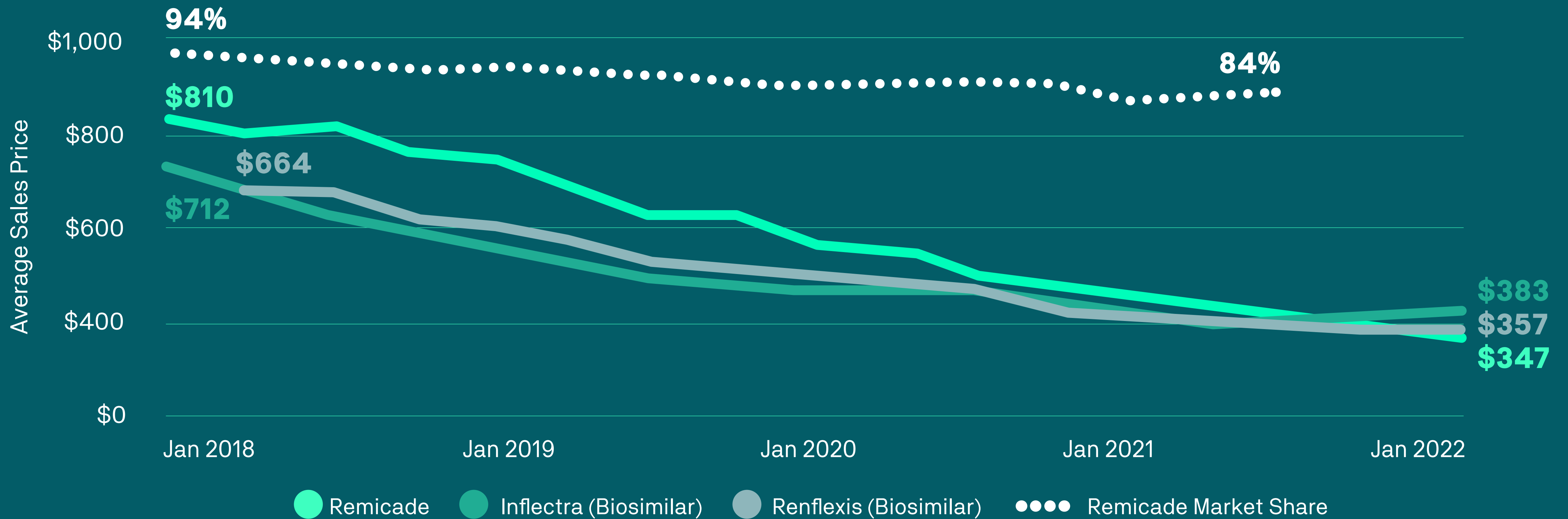


## CASE STUDY

# BRANDED BIOLOGICS RESPOND TO BIOSIMILAR COMPETITION BY LOWERING THEIR PRICES



Biosimilar competition for Remicade, a blockbuster biologic for the treatment of rheumatoid arthritis, helped drive the price of the branded biologic below that of biosimilar entrants.



Note: ASP values published by CMS lag behind the market ASP by two quarters (e.g. ASP guidelines published in July 2018 reflect the actual sales 01-2018) Source: CMS Reported ASP/100 mg vial