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FOR IMMEDIATE RELEASE

SDI REPORTS: ANTIVIRAL PRESCRIPTIONS INCREASE 73% IN PAST TWO WEEKS
Volume of prescriptions for flu therapies trending much higher than normal

PLYMOUTH MEETING, Pa. – Oct. 28, 2009 – According to [SDI's](#) Vector One®: National, antiviral prescriptions rose dramatically last week to over 648,000, an increase of more than 73% in the past two weeks. Antiviral prescriptions have climbed each week since the week ending Aug. 21, but the increases in the past two weeks have been significant.

Over 640,000 prescriptions were filled for Tamiflu in the week ending Oct. 23, up more than 28% from just over 502,000 the week before.

At 648,000, the volume of antiviral prescriptions last week was higher than at any point last season, and approximately 40% higher than the most active antiviral prescription week during the spring pandemic wave: 271,169 in the week ending May 1.

“While there is always variability in flu activity each year, including antiviral prescription trends, this year we are well above prescription volumes we’ve seen in years past and significantly higher than any October on record,” said Laurel Edelman, SDI’s Vice President of Clinical Accounts. “This trend is also being seen in our weekly local tracking and consolidation of electronic healthcare claims, where we’ve seen submissions, representing physician office visits for influenza, increase an average 30% each week since the beginning of September.”

Vector One®: National (VONA) is SDI's national-level prescription and patient tracking service. VONA provides a comprehensive overview of the national performance of all prescription drugs dispensed by retail pharmacies. Through agreements with data providers, SDI collects a robust sample of retail prescriptions dispensed and projects the activity through methods that stratify by geography, pay type, and class of trade.

VONA offers the fastest weekly projections available in the industry.

About [SDI](#)

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.