

What is Amarin doing differently to promote VASCEPA® in light of the COVID-19 pandemic (as of June 10, 2020)?

On March 15, 2020, Amarin was one of the first pharmaceutical companies to take proactive steps to address the public health threat presented by the COVID-19 pandemic through the suspension of field-based face-to-face interactions. During the height of the national lockdown, reports from IQVIA indicate that patient visits to medical offices were down approximately 70%. Nonetheless, the risk of patients in the new VASCEPA® (icosapent ethyl) indication experiencing heart attacks, strokes or other major adverse cardiovascular events remains high and Amarin remains committed to increasing awareness of this enormous and growing healthcare burden and how VASCEPA can help.

Recent data suggests that patients are increasingly returning to their doctors. Anticipating that this trend will continue, and in follow up to the June 1, 2020 announcement, Amarin has now resumed field-based, face-to-face interactions with healthcare providers by its sales force on a pilot-scale basis. Assuming that these interactions prove to be helpful and other parts of the country reopen, the company plans to expand such interactions on a phased basis across select geographies.

Interactions with healthcare professionals have been conducted where possible on a “virtual” basis since suspension of face-to-face interactions commenced in mid-March 2020. In addition, Amarin has increased non-personal promotion, including electronic and internet-based educational efforts, and has continued to distribute patient support resources, such as product samples and copay cards. The company has been providing additional training to its field personnel on virtual sales procedures and on procedures for maintaining appropriate personal protection during the pandemic – for themselves and, in anticipation of re-entering the field, for the healthcare professionals with whom they interact.

As telehealth patient options expand, Amarin continues to explore ways to ensure that telehealth providers are aware of VASCEPA noting, however, that telehealth currently is mostly used for management of previously prescribed therapy or common ailments. Currently, telehealth has limited application to new patient starts, particularly to new patient starts on therapies for complex medical conditions such as cardiovascular disease where blood tests are required. Over time, these services may expand and become more applicable to VASCEPA.

With the indication for VASCEPA being expanded via FDA approval in December 2019 to make VASCEPA the first and only drug approved for its current cardiovascular risk reduction indication and awareness of VASCEPA currently relatively low with both patients and healthcare professionals, Amarin looks forward to resuming broader promotion of VASCEPA. Such promotion will include outreach through Amarin’s direct sales team in the United States which in March 2020 reached its target size of 800 sales professionals plus their managers. Such promotion will also include advertisement in various forms, including via television, which promotion will seek to inform and educate healthcare professionals and patients, the latter of which is being commenced following review and guidance from the FDA’s Office of Prescription Drug Promotion.

Amarin continues to closely monitor and evaluate the impact of the pandemic in light of evolving government mandates and guidelines while keeping personal and public safety a priority. Our thoughts and best wishes go out to all of those who are personally impacted by this evolving situation.

Dated: June 10, 2020