

## **Rx-to-OTC Switch: More than \$10 billion potential seen in next five years**

The Rx-to-OTC switch area is heating up and the market will continue to witness growth in the coming years. As quoted in the Drug Store News, Joseph Papa, Perrigo chairman, CEO and president, believes that **“Rx-to-OTC switches are expected to continue, with more than \$10 billion in branded prescription sales likely to switch in the next five years.”**

Rx-to-OTC switches are returning market share and revenues to innovators based on existing consumer brand loyalty. Additionally, switches are providing consumers with affordable treatment options. This has led the industry to explore growth opportunities such as Rx-to-OTC switches. Other factors in switch popularity are the FDA’s consideration of ways that can make the transition of drugs from prescription to over-the-counter (OTC) status safer and easier. Several new therapeutic areas are also being explored for switching by the pharmaceutical companies facing patent expirations for their prescription drugs, due to the recent switches approved by the FDA.

OTC medications provide a value of \$102 billion in annual savings, according to CHPA statistics. This value is attributed to the easier and increased access to healthcare, reduced physician office visits, and reduced expenses by avoiding prescription brands and generic medications. These factors have significantly contributed to the growth of interest in Rx-to-OTC switches.

To address the growing interest and identification of new business opportunities in the Rx-to-OTC Switch market, **Technology Catalysts International (TCI)** has developed a report titled, **[“Rx-to-OTC Switch”](#)**, that analyzes the current trends, regulations, and market potential of the switch market.

The “Rx-to-OTC Switch” report provides detailed information on the following:

- Overview and background of the Rx-to-OTC switch market
- Analysis of market trends and growth potential
- Triggers for an Rx-to-OTC switch
- Overview of the process of switching
- FDA rules and regulations for a successful switch
- NSURE Initiative
- Recent successes and failures
- Potential switch product categories

The report includes company profiles that outline recent and potential switches within the consumer healthcare market. These profiles provide high value opportunities for Rx-to-OTC switches and provide:

- Detailed information of switched drugs and products available for license/collaboration
- Current contact information to initiate licensing agreements

All opportunities have been confirmed through direct contact.

To download additional information, table of contents, and for ordering information, please go to: [http://www.technology-catalysts.com/reports\\_services/rxtootc.asp](http://www.technology-catalysts.com/reports_services/rxtootc.asp)

About Technology Catalysts International:

[Technology Catalysts International](#) (TCI) was founded in 1979 and provides consulting services in technology transfer and business research. The company specializes in technology licensing, technology assessment, and business intelligence. With a focus on consumer healthcare, pharmaceuticals, drug delivery, and advanced materials/processes, TCI's core consulting services are based on continuous monitoring of technological product development activities on a global basis. TCI is headquartered in the US and has offices in Germany, the Czech Republic, China, Korea, Japan, India, and Latin America.

TCI would be pleased to discuss your specific information requirements. Please contact:

Ajay Rastogi  
Vice President  
Technology Catalysts International  
605 Park Avenue  
Falls Church, VA 22046  
Email: [arastogi@technology-catalysts.com](mailto:arastogi@technology-catalysts.com)  
Tel: +1 703 531 0257  
Website: [www.technology-catalysts.com](http://www.technology-catalysts.com)