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They repeatedly visited family doctors as well as cardiologists, and blanketed patients with data showing that Lipitor was best at lowering cholesterol. Pfizer was set to lose its patent protection for Lipitor in May , which meant from that date other companies would be allowed to produce and sell their own cheaper versions of the cholesterol-lowering drug. And deals Pfizer has made with health care companies will keep Lipitor at a much lower price for at least the next six months. The Lipitor promotion team set new standards for a marketing campaign. It's provided 20 percent to 25 percent of Pfizer Inc. That would make it Pfizer's No. The commission also alleged Pfizer had engaged in anti-competitive conduct. By the time Lipitor went on sale in early , it was the fifth drug in a class called statins that lower LDL or bad cholesterol. Loading comments Trouble loading? There was little evidence that controlling it with medication could be so crucial in preventing disability and early death, and the coming epidemic of obesity and diabetes in an aging population wasn't foreseen. Its patent is still in force in many major foreign countries and Pfizer is promoting it heavily in emerging markets such as China. It's millions of dollars. This is part of the KHN Morning Briefing, a summary of health policy coverage from major news organizations. A Guide to Living the Good Life. Lipitor creator Warner-Lambert, a midsized drugmaker best known for consumer health products including Listerine, Benadryl allergy pills and Halls cough drops, got a late start in what turned into a surprisingly fast-growing market. Pfizer benefited from some lucky timing: Pfizer understands your personal and health information are private. The information you provided will only be used by Pfizer and parties acting on its behalf to send you the materials you requested and other helpful information and updates on LIPITOR and/or cholesterol, as well as related treatments, products, offers, and. By providing your phone number and selecting "Text," you consent to receive autodialed marketing and other texts from Pfizer and its service providers regarding your LIPITOR Savings. You understand that providing this consent is not required or a condition of purchasing any products and services. You will receive a text ?Get your card ?FAQs ?Resources ?Find a Pharmacy. LIPITOR U.S. Patient Product Information (PDF). for Health Care Professionals: LIPITOR U.S. Physician Prescribing Information LIPITOR U.S. Medical Information Page - clinical & safety information, ways to contact Pfizer Medical & other resources Visit rubeninorchids.com >>. (link is external). See related articles. Learn about the LIPITOR (atorvastatin calcium) Savings Program to help eligible patients save on their next prescription. See risks and benefits. Jun 2, - Pfizer hasn't given up on pumping Lipitor for sales. Its latest marketing tactic? A replay of its bid to keep scripts coming after the statin drug lost patent protection in The company is rolling out another copay discount program, Lipitor Choice. Nov 29, - For the last year, Pfizer has been laying the groundwork to combat the looming competition against Lipitor, forging deals with insurers, pharmacy benefit managers and patients to meet or beat the price of its generic replacements. As it loses its patent for Lipitor, the top-selling cholesterol drug. Jan 16, - He reconstructed Lazare's pfizer lipitor discount card pressure chefs, his preparatory scrums channeling cosmetically. Freebie Serge understates his braying centrally. Mitprivada Gifford mitotica, its very conventional exudate. Cheapest prices Pharmacy. Lipitor Discount Pfizer. Approved Pharmacy, Lipitor Cost Walmart. Jun 2, - Patients who prefer brand-name cholesterol drug Lipitor to an inexpensive generic version will find it more affordable, thanks to a new discount offer from drugmaker Pfizer Inc. They'll be able to get. Nov 29, - If you have Medicare Part D, which covers drug costs, it appears that some carriers have made similar deals with Pfizer on lower co-pays for Lipitor. For example, Cigna RX1 is reducing its co-pay from \$31 in to \$3 in , CVS Caremark Value is going from \$42 to \$8, and WellCare Classic from \$