

Drug Development Committee

*ATAC's annual rating of drug company policies and practices*

<b>Bristol-Myers Squibb</b>	
Grading Categories	Grade
<p><b>Drug Development Portfolio and Plan—</b>  <i>Develops innovative treatments, designs safe and effective clinical trials.</i></p> <p>Bristol-Myers Squibb (BMS) has two HIV and three HCV drugs in very early development. It was the first company to collaborate with another drug maker (Gilead) on a fixed-dose combination pill, Atripla (efavirenz/tenofovir/emtricitabine). Recruitment of women and people of color in BMS's clinical trials has ranged from average to slightly above average, though not sufficient to allow statistically meaningful comparisons of efficacy and safety among these groups.</p>	<b>C</b>
<p><b>Access to Drugs—</b>  <i>Ensures the earliest and broadest possible access of its HIV drugs.</i></p> <p>BMS has a patient assistance program and a co-pay assistance program, though the co-pay program requires a larger out-of-pocket expense than most. BMS has provided free drugs for studies conducted outside of the company.</p>	<b>C+</b>
<p><b>Pricing—</b>  <i>Prices its products responsibly.</i></p> <p>BMS's Sustiva was priced higher than other drugs in its class. The company set a new record for protease inhibitor pricing with the launch of Reyataz (atazanavir). The price of Atripla is equivalent to the price of its three component drugs. BMS has taken price increases of approximately 6% per year on its products.</p>	<b>D+</b>
<p><b>Community Relations—</b>  <i>Engages the HIV community on trial design, company conduct and marketing efforts.</i></p> <p>BMS has a mixed history of engagement with the treatment activist community. The company consulted with the community during the development of Reyataz nine years ago but then stopped meeting with ATAC altogether for several years. BMS recently met with ATAC and indicated that it was open to—but would not promise—consultation at a stage early enough in the development process to allow influence on research plans and protocols. It has met regularly with the community on public policy issues.</p>	<b>D</b>
<p><b>Marketing Practices—</b>  <i>Engages in marketing practices that are ethical and honest.</i></p> <p>BMS had not engaged in negative or fear-based advertising until recent ads for Reyataz implicated a competing drug for causing diarrhea.</p>	<b>D+</b>
<b>Average Grade:</b>	<b>C-</b>
<p><i>Suggestions for Improvement:</i></p> <p>BMS needs to consult openly, honestly, and in a timely manner with the community on trial design and development that will allow for community input to be incorporated. Company ads should be honest and realistic. The community would like BMS to cover 100% of co-pays.</p>	