

# Take control with MICARDIS

MICARDIS is now a preferred ARB on RxAmerica's CLOSED Medicare PDP formulary at a low Tier 2 co-pay



Your hypertensive patients may save on prescription co-pays with MICARDIS at the lowest branded co-pay

ARBs no longer covered by RxAmerica, effective January 1, 2009\*

- Diovan® (valsartan tablets)
- Cozaar® (losartan potassium tablets)
- Atacand® (candesartan cilexetil)
- Teveten® (eprosartan mesylate)
- Avapro® (irbesartan)

Access comparisons do not imply comparable safety or efficacy.

#### USE IN PREGNANCY

When used in pregnancy during the second and third trimesters, drugs that act directly on the renin-angiotensin system can cause injury and even death to the developing fetus. When pregnancy is detected, MICARDIS and MICARDIS HCT Tablets should be discontinued as soon as possible (see WARNINGS, Fetal/Neonatal Morbidity and Mortality).

Thiazides cross the placental barrier and appear in cord blood. There is a risk of fetal or neonatal jaundice, thrombocytopenia, and possibly other adverse reactions that have occurred in adults.

MICARDIS and MICARDIS HCT are indicated for the treatment of hypertension.

**MICARDIS HCT is not indicated for initial therapy.**

\*Formulary applies to RxAmerica categories only. The ARBs listed above have been removed from the RxAmerica Medicare PDP formulary and will be blocked from coverage, effective 1/1/09. This includes ARB/HCT combination products as well.

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MICARDIS and MICARDIS HCT are registered trademarks of Boehringer Ingelheim International GmbH. Other brands listed are the trademarks of their respective owners and are not trademarks of Boehringer Ingelheim International GmbH.

Please see full Prescribing Information, including boxed WARNING, for MICARDIS and MICARDIS HCT, also available from your sales representative. For more information, please visit [www.MICARDIS.com](http://www.MICARDIS.com). For additional information about hypertension, please visit [www.BPProtection.com](http://www.BPProtection.com).



POWER and LASTING BP PROTECTION

# Take control with MICARDIS



## STAGE-1 AND STAGE-2 PATIENTS REACHED BP GOAL<sup>1</sup>

93.2% of Stage-1 and Stage-2 patients on MICARDIS monotherapy (40 mg to 80 mg) reached their JNC 7 BP goal<sup>2</sup> of <140/90 mmHg.\*

Prospective, open-label, phase-IV, community-based, blinded ABPM trial designed to evaluate the antihypertensive efficacy of MICARDIS 40 mg (n=120) and 80 mg (n=804), and MICARDIS HCT 80/12.5 mg (n=675) on 24-hour BP control in patients with uncontrolled or untreated Stage-1 or Stage-2 hypertension. Data taken from an office cuff subset of 924 patients on monotherapy. Office cuff measurements were taken between 6 AM and 10 AM. Baseline was systolic office BP of 140–179 mmHg; diastolic office BP of 90–109 mmHg.<sup>1</sup>

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\*Based on office cuff BP measurement taken in the early morning hours (between 6 AM and 10 AM).

**References:** 1. White WB, Giles T, Bakris GL, et al. Measuring the efficacy of antihypertensive therapy by ambulatory blood pressure monitoring in the primary care setting. *Am Heart J.* 2006;151:176–184. 2. Chobanian AV, Bakris GL, Black HR, et al. The seventh report of the Joint National Committee on Prevention, Detection, Evaluation and Treatment of High Blood Pressure: the JNC 7 report. *JAMA.* 2003;289:2560–2572.



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