Pricing of Triptans

Sumatriptan-$8

Zolmitriptan-$8.7

Rizatriptan-$9.4

Naratriptan-$12.5

Almotriptan-$9.4

Frovatriptan-$9.4

Advantages and disadvantages of Triptans

**Sumatriptan(25mg, 50mg and 100mg)(Moderate pain/moderate onset)**

* Advantages

Fastest onset

Most effective

* Disadvantages-Most side effects

**Zolmitriptan(2.5mg and 5mg tablets orally- dissolving tablet)(Moderate pain/moderate onset)**

* Advantages:

highly effective

fast acting

* Disadvantages-

high side effects

high recurrence

**Rizatriptan(5mg or 10mg tablets orally-dissolving tablet)(Moderate pain/moderate onset)**

* Advantages-quickest onset
* Disadvantages-recurrence

**Naratriptan(1mg and 2.5 mg tablets)(Slow onset; long duration)**

* Advantages

Extremely long half-life

low recurrence

prophylactic use

low side-effects

* Disadvantages

Slower onset

lower overall efficacy

**Almotriptan(6mg and 12.5mg tablets)(Moderate pain/moderate onset)**

* Advantages

quick onset

low recurrence

low side-effect

* Disadvantages-none

**Frovatriptan(2.5mg tablets)(Slow onset/long duration)**

* Advantages

low recurrence

prophylactic use

low side-effects

early onset use

* Disadvantages

Slower onset

lower overall efficacy

**RELIEVE(Moderate pain/moderate onset)(75mg tablets)**

Advantages:

Quick onset

High efficacy

No cv contraindications

Disadvantages:

None

Key takeaways:-

Relieve has better effectiveness with very less downsides

Since R&D requires huge capital i.e. $2-3 billion for a single medicine so $8.5 is a good price point as it is less than $8.7 zolmitriptan also since zolmitriptan and relieve both have less side effects lesser price will give RELIEVE a competitive edge

Also obtaining a patent helps in protecting the intellectual rights of the product, else any company can use the formula to make a cheap copy and reduce the market price near to production cost.