



# CONNECTICUT

## Consumer Protection

### PHARMACEUTICAL MARKETING FIRM REPORT

December 1, 2024

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Department of Consumer Protection  
Pharmaceutical Marketing Firms Annual Report  
January 1, 2023 – December 31, 2023

## Background

Pursuant to Section 4 of [Public Act 23-171](#), not later than July 1, 2024, and annually thereafter, each pharmaceutical marketing firm shall provide the commissioner with the following information regarding the performance for the previous calendar year of each of its pharmaceutical sales representatives at any time during the previous calendar year:

- 1) The aggregate number of contacts such pharmaceutical sales representative had with prescribing practitioners and pharmacists;
- 2) The specialty of each prescribing practitioner and pharmacist with whom such pharmaceutical sales representative made contact;
- 3) Whether product samples, materials or gifts of any value were provided to a prescribing practitioner or such practitioner's staff in a prescribing practitioner's office or to a pharmacist; and,
- 4) An aggregate report of all free samples, by drug name and strength, in a form and manner prescribed by the commissioner.

The department shall annually analyze the information submitted and compile a report on the activities of pharmaceutical sales representatives in the state. Not later than December 1, 2024, and annually thereafter, the department shall post such report on its Internet web site and submit such report to the Secretary of the Office of Policy and Management.

This is the first of the required annual reports issued by the department pursuant to Section 4 of Public Act 23-171. This report analyzes data submitted by pharmaceutical marketing firms on or before July 1, 2024 for the period of January 1, 2023 through December 31, 2023.

## Activities of Pharmaceutical Sales Representatives from 1/1/2023 through 12/31/2023

The following captures information provided in 204 reports submitted by pharmaceutical marketing firms on or before July 1, 2024 for the period of January 1, 2023 through December 31, 2023:

### Pharmaceutical Sales Representatives

Between January 1, 2023 through December 31, 2023, pharmaceutical marketing firms reported a total of 2,386 pharmaceutical sales representatives in the state based on information submitted to the department. One hundred ninety-six pharmaceutical firms reported having pharmaceutical sales representatives and six pharmaceutical firms reported they did not have any pharmaceutical sales representatives.

Most Pharmaceutical Sales Representatives

The following five pharmaceutical marketing firms reported the largest number of pharmaceutical sales representatives:

Pharmaceutical Marketing Firm Name	Number of Pharmaceutical Sales Representatives
Novartis Pharmaceuticals Corporation	270
AbbVie	139
Regeneron Healthcare Solutions, Inc.	120
Johnson & Johnson Innovative Medicine	118
Bristol Myers Squibb	115

Prescriber Contacts

Most Contacts with Prescribers

Between January 1, 2023 through December 31, 2023, the following pharmaceutical marketing firms reported the greatest number of contacts with prescribing practitioners and pharmacists:

Pharmaceutical Marketing Firm Name	Number of Contacts with Prescribing Practitioners and Pharmacists
AbbVie	42,430
Novartis Pharmaceuticals Corporation	32,962
Johnson & Johnson Innovative Medicine	32,249
Bristol Myers Squibb	22,866
ELI LILLY AND COMPANY	13,248

Free Samples

Pharmaceutical Marketing Firms Providing the Most No-Cost Medication Samples

Based on reports submitted by the pharmaceutical manufacturing firms to the department, 80 firms reported providing no-cost medication samples to prescribing practitioners and pharmacists and 176 firms reported they did not.

Between January 1, 2023 through December 31, 2023, the following five pharmaceutical marketing firms reported providing the largest total number of no-cost medication samples to prescribing practitioners and pharmacists:

Pharmaceutical Marketing Firm Name	Total Number of No-Cost Medication Samples
GLAXOSMITHKLINE, LLC	113,630
Sumitomo Pharma America, Inc.	57,438
Bristol Myers Squibb	52,730
AIMMUNE THERAPEUTICS, INC.	42,272
AbbVie	30,843

Medications for Which the Most No-Cost Samples Were Provided

The most no-cost samples provided by pharmaceutical firms to prescribing practitioners and pharmacists were for the following medications:

Medication Name	Pharmaceutical Marketing Firm	Number of No-Cost Medication Samples Provided	Common Uses
TRELEGY ELLIPTA	GLAXOSMITHKLINE, LLC	113,358	Chronic Obstructive Pulmonary Disorder (COPD) or Asthma
Gemtesa	Sumitomo Pharma America, Inc.	54,829	Overactive bladder treatment
Eliquis	Bristol Myers Squibb	51,379	Anticoagulant
Zenpep	AIMMUNE THERAPEUTICS, INC.	42,272	Digestive enzyme replacement
XARELTO	Johnson & Johnson Innovative Medicine	26,883	Anticoagulant

Value of Gifts

Pharmaceutical Marketing Firms Providing the Largest Total Value of Non-Medical Gifts

Between January 1, 2023 through December 31, 2023, the following five pharmaceutical marketing firms reported providing the highest total value of non-medical gifts to prescribing practitioners and pharmacists:

Pharmaceutical Marketing Firm Name	Total Value of Non-Medical Gifts
AbbVie	\$497,910.25
Johnson & Johnson Innovative Medicine	\$455,838.51
Neurocrine Biosciences, Inc.	\$147,989.27
Bristol Myers Squibb	\$133,639.89
Amgen Inc.	\$118,908.94

Prescriber Practitioner Specialties

Most Common Specialties Reported by Pharmaceutical Sales Representatives

Between January 1, 2023 through December 31, 2023, the following specialties were the most common specialties that pharmaceutical sales representatives were reported to have had contact with prescribing practitioners and pharmacists throughout the state:

Specialty	Number of Pharmaceutical Sales Representatives Reporting Specialty
Internal Medicine	794
Family Medicine	506
Pulmonary Disease	225
Psychiatry & Neurology	190
Hematology	185

## Limitations

As this is the first of the required annual reports issued by the department pursuant to Section 4 of Public Act 23-171, there are limitations to the data collected from the pharmaceutical marketing firms.

### Data Quality

The quality of the data provided by the various pharmaceutical marketing firms varied significantly. While most firms used the reporting form provided by the department, many firms provided data in other formats. Data provided in formats other than in the form provided by the department were not able to be included in this analysis. The department will work with pharmaceutical marketing firms to ensure the correct form is used when submitting their annual reports, ultimately improving the quality of the data.

### Honoraria Not Included

It should be noted that the data provided by pharmaceutical firms did not include honorarium fees. Honorarium fees are often paid by pharmaceutical companies to prescribing practitioners when providing their time and expertise at conferences, educational sessions and other events. A review published in the *Annals of Internal Medicine* in 2021 found an association between payments to physicians by the pharmaceutical industry and physician prescribing (Mitchell et al., 2021).

### References

Mitchell, A. P., Trivedi, N. U., Gennarelli, R. L., Chimonas, S., Tabatabai, S. M., Goldberg, J., Diaz, L. A., & Korenstein, D. (2021). Are financial payments from the pharmaceutical industry associated with physician prescribing? *Annals of Internal Medicine*, 174(3), 353–361. <https://doi.org/10.7326/m20-5665>