

	Base: Ruby	Alt 1: Most widely used Vicodin strength	Alt 2: More potent strength of Vicodin	Alt 3: Most widely used Percocet strength
Product	7.5mg oxycodone /325 APAP	5mg hydrocodone /325 APAP	7.5mg hydrocodone /325 APAP	5mg oxycodone/325 APAP
Efficacy	Onset in 30 minutes, relief over 12 hrs BID	Onset in 1hr, 4-6 hrs QID	Onset in 1 hr, 4-6 hrs QID	Onset in 1hr, 4-6 hrs QID
Safety	Improved tol. and GI	Comparable to SOC	Comparable to SOC	Comparable to SOC
Packaging	Std. amber bottle	Std. amber bottle	Std. amber bottle	Std. amber bottle
Co-pay/tier	3rd tier	1st tier	1st tier	1st tier
Share returned	17%	23%	22%	20%
Co-pay/tier	2nd tier	1st tier	1st tier	1st tier
Share returned	30%	20%	17%	15%
Co-pay/tier	1st tier	1st tier	1st tier	1st tier
Share returned	44%	16%	12%	11%