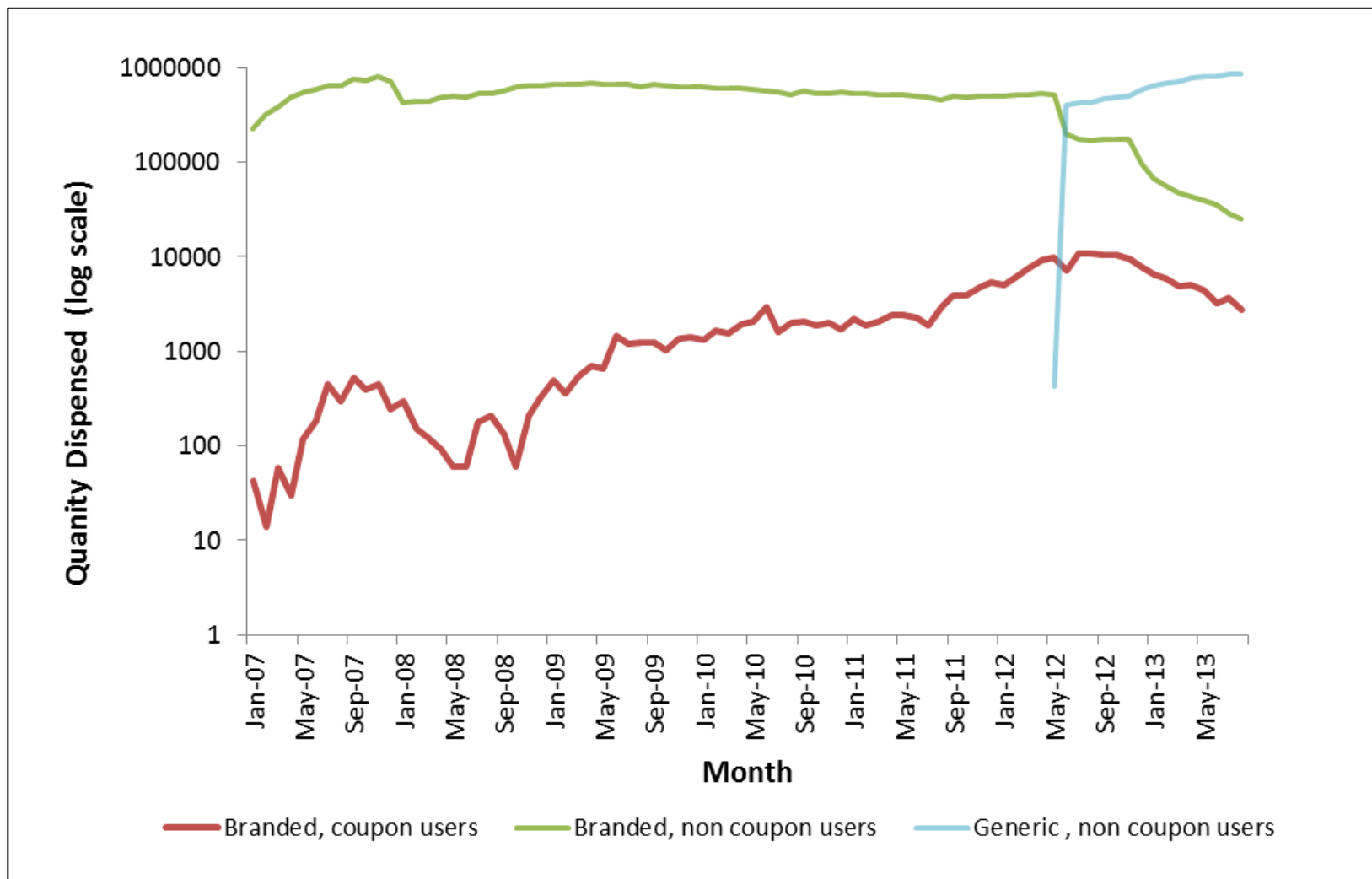
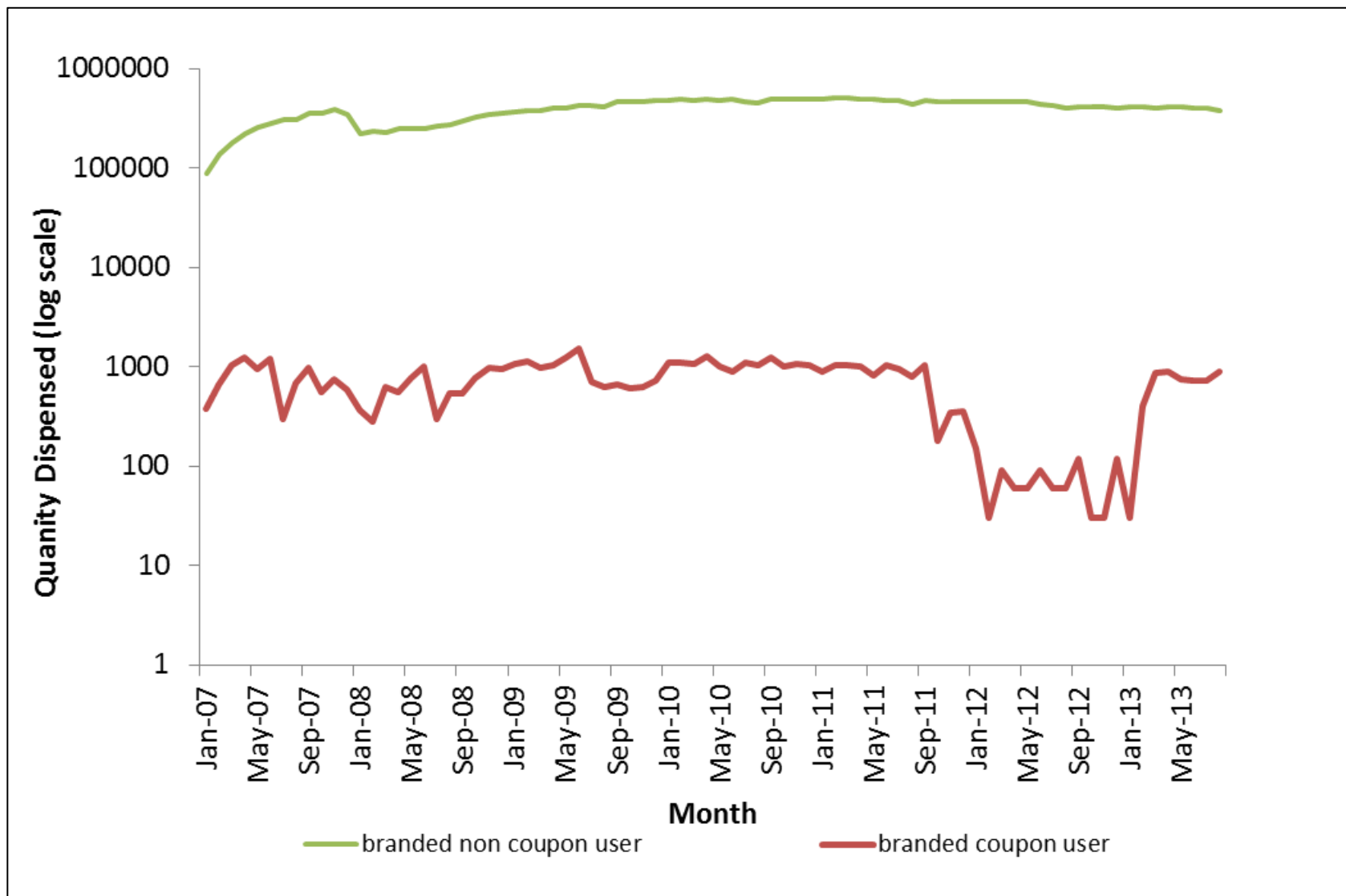


Appendix Figure 1. Monthly retail sales of atorvastatin, 2007-2013.



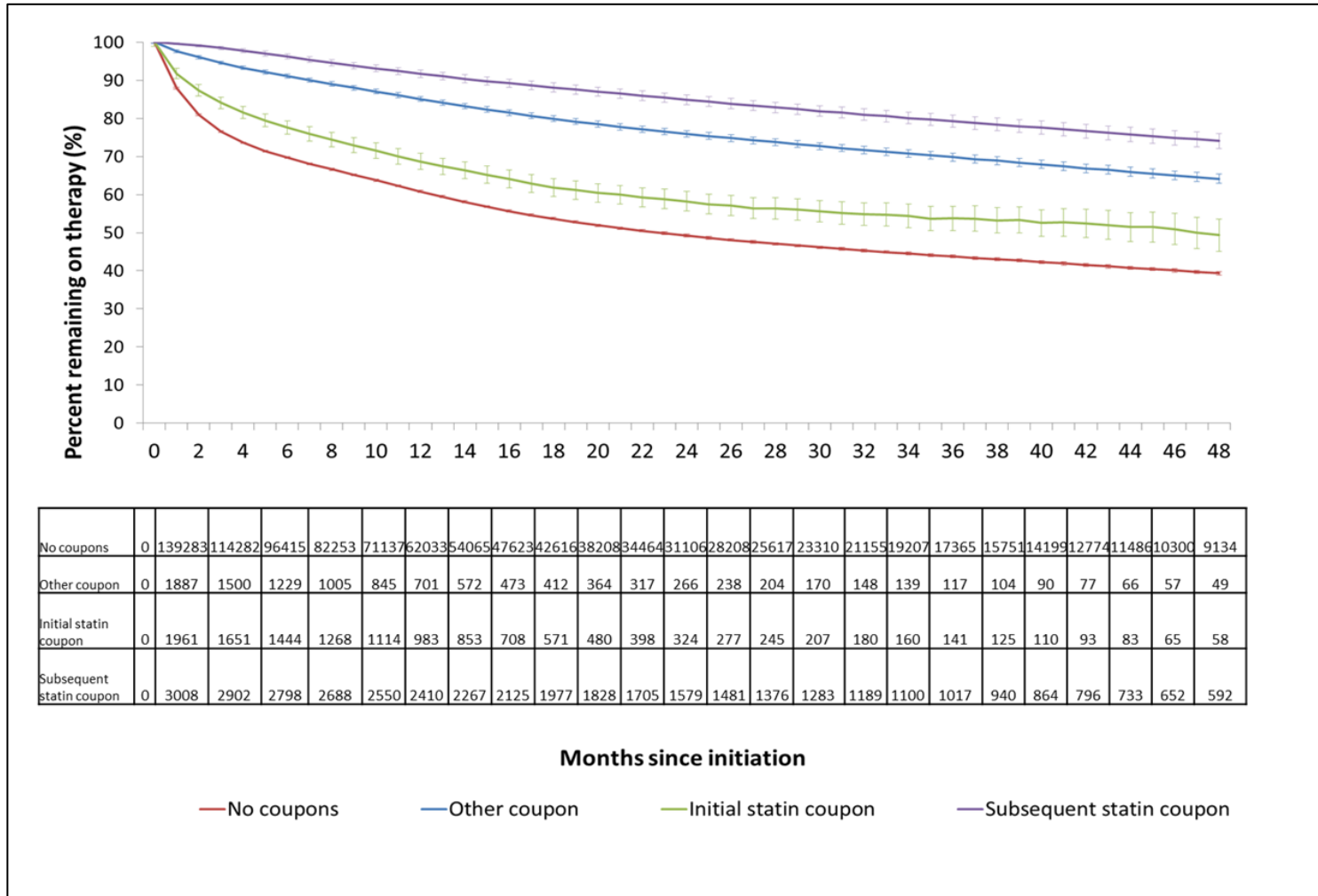
Source: IMS Health Lifelink LRx Data, 2007-2013

Appendix Figure 2. Pharmacy sales of rosuvastatin, 2007-2013.



Source: IMS Health Lifelink LRx Data, 2007-2013

Figure 3. Cumulative termination of atorvastatin and rosuvastatin therapy stratified by coupon use.*



*Values derived from constant store cohort and reflect probability of termination based on gap in coverage of at least 60 days; values adjusted for patient age, sex and date of incident statin use

Source: IMS Health Lifelink LRx Data, 2007-2013

Appendix Table 1. Differences in average monthly utilization stratified by type of statin.

Time following incident statin fill	Time following first coupon				
	1 month	1 year	2 years	3 years	4 years
Atorvastatin (Average pill-days dispensed)					
No coupons					
Predicted level (SE)	29.4 (0.0)	23.8 (0.0)	24.7 (0.0)	24.8 (-0.1)	25.5 (-0.1)
Other coupon					
Predicted level (SE)	28.8 (-0.1)	23.8 (-1.8)	24.9 (-4.0)	25.1 (-6.2)	25.3 (-8.5)
Difference from counterfactual*	-0.6 (-0.1)	0.0 (-1.8)	0.2 (-4.0)	0.3 (-6.2)	-0.2 (-8.5)
Initial statin coupon					
Predicted level (SE)	30.3 (-0.3)	24.5 (-3.8)	24.3 (-8.1)	25.1 (-12.9)	25.0 (-17.4)
Difference from counterfactual	0.5 (-0.3)	0.1 (-3.8)	-0.8 (-8.1)	-0.1 (-12.9)	-1.0 (-17.4)
Subsequent statin coupon					
Predicted level (SE)	26.7 (-0.1)	24.4 (-2.6)	24.5 (-5.7)	24.9 (-8.8)	25.2 (-12.1)
Difference from counterfactual	-2.5 (-0.1)	0.5 (-2.6)	-0.3 (-5.7)	-0.1 (-8.8)	-0.4 (-12.1)
Rosuvastatin (Average pill-days dispensed)					
No coupons					
Predicted level (SE)	28.6 (0.0)	23.5 (0.0)	24.3 (-0.1)	24.5 (-0.1)	25.2 (-0.1)
Other coupon					
Predicted level (SE)	27.8 (-0.1)	23.6 (-1.8)	24.4 (-4.0)	24.6 (-6.3)	25.2 (-8.7)
Difference from counterfactual	-0.8 (-0.1)	0.2 (-1.8)	0.2 (-4.0)	0.2 (-6.3)	0.0 (-8.7)
Initial statin coupon					
Predicted level (SE)	24.4 (-0.3)	22.7 (-5.2)	24.0 (-12.0)	24.8 (-19.1)	24.7 (-25.8)
Difference from counterfactual	-4.2 (-0.3)	-0.8 (-5.2)	-0.3 (-12.0)	0.3 (-19.1)	-0.5 (-25.8)
Subsequent statin coupon					
Predicted level (SE)	26.7 (-0.1)	23.4 (-3.5)	24.4 (-8.0)	24.7 (-12.5)	24.8 (-17.0)
Difference from counterfactual	-1.8 (-0.1)	-0.1 (-3.5)	0.1 (-8.0)	0.2 (-12.5)	-0.4 (-17.0)

*Represents the difference in average predicted values between coupon users and their counterfactual non-coupon using counterparts within each group (initial, subsequent, non-statin)

Source: IMS Health Lifelink LRx Data, 2007-2013

Appendix Table 2. Differences in expenditures stratified by type of statin.

Time following incident statin fill	Time				
	1 month	1 year	2 years	3 years	4 years
Average Atorvastatin Copayment, \$					
No coupons					
Predicted level (SE)	18.1 (-0.1)	14.8 (-0.1)	16.4 (-0.1)	15.3 (-0.2)	13.8 (-0.2)
Other coupon					
Predicted level (SE)	15.3 (-0.2)	12.7 (-4.2)	13.3 (-9.5)	12.4 (-13.6)	11.5 (-17.2)
Difference from counterfactual*	-2.7 (-0.2)	-2.1 (-4.2)	-3.0 (-9.5)	-2.8 (-13.6)	-2.3 (-17.2)
Initial statin coupon					
Predicted level (SE)	19.8 (-2.6)	8.1 (-11.8)	7.3 (-23.2)	7.1 (-35.2)	3.4 (-23.2)
Difference from counterfactual	2.8 (-2.6)	-5.0 (-11.8)	-8.0 (-23.2)	-8.2 (-35.2)	-11.3 (-23.2)
Subsequent statin coupon					
Predicted level (SE)	13.4 (-0.3)	16.6 (-14.7)	18.9 (-36.5)	18.4 (-54.8)	14.6 (-59.0)
Difference from counterfactual	-6.4 (-0.3)	1.4 (-14.7)	2.2 (-36.5)	2.8 (-54.8)	0.5 (-59.0)
Average Atorvastatin Monthly Cost, \$					
No coupons					
Predicted level (SE)	128.3 (-0.2)	103.0 (-0.2)	110.4 (-0.3)	113.4 (-0.3)	118.0 (-0.5)
Other coupon					
Predicted level (SE)	127.9 (-0.5)	104.7 (-8.7)	113.3 (-20.6)	116.4 (-32.7)	118.3 (-45.0)
Difference from counterfactual	-1.4 (-0.4)	1.3 (-8.7)	2.5 (-20.6)	2.5 (-32.7)	-0.1 (-45.0)
Initial statin coupon					
Predicted level (SE)	160.7 (-1.8)	122.4 (-19.3)	120.6 (-41.0)	123.4 (-64.6)	119.2 (-84.8)
Difference from counterfactual	19.5 (-1.7)	6.1 (-19.4)	-2.3 (-41.0)	1.2 (-64.6)	-4.7 (-84.8)
Subsequent statin coupon					
Predicted level (SE)	118.8 (-0.5)	110.8 (-12.5)	115.3 (-28.3)	120.5 (-45.6)	124.8 (-63.8)
Difference from counterfactual	-11.0 (-0.4)	5.3 (-12.5)	2.1 (-28.3)	5.2 (-45.6)	4.9 (-63.8)
Average Rosuvastatin Copayment, \$					
No coupons					
Predicted level (SE)	21.4 (-0.1)	17.3 (-0.1)	17.7 (-0.2)	17.3 (-0.2)	17.5 (-0.3)
Other coupon					
Predicted level (SE)	16.9 (-0.2)	13.3 (-4.3)	13.3 (-9.2)	12.9 (-13.7)	12.9 (-18.7)
Difference from counterfactual	-4.3 (-0.2)	-3.9 (-4.3)	-4.2 (-9.2)	-4.3 (-13.7)	-4.3 (-18.7)
Initial statin coupon					
Predicted level (SE)	15.3 (-2.3)	11.8 (-17.6)	12.6 (-41.1)	14.9 (-74.9)	15.5 (-105.7)
Difference from counterfactual	-6.8 (-2.3)	-5.8 (-17.6)	-5.4 (-41.1)	-2.6 (-74.9)	-2.2 (-105.7)
Subsequent statin coupon					
Predicted level (SE)	12.0 (-0.5)	12.8 (-17.1)	11.4 (-33.3)	9.9 (-44.8)	9.2 (-55.9)
Difference from counterfactual	-9.8 (-0.5)	-4.8 (-17.1)	-6.4 (-33.3)	-7.5 (-44.8)	-8.4 (-55.9)
Average Rosuvastatin Monthly Cost, \$					
No coupons					
Predicted level (SE)	128.6 (-0.2)	106.9 (-0.2)	114.7 (-0.3)	119.5 (-0.3)	126.8 (-0.6)
Other coupon					
Predicted level (SE)	126.6 (-0.5)	109.0 (-8.5)	116.5 (-20.0)	120.7 (-31.9)	126.4 (-45.3)
Difference from counterfactual	-3.4 (-0.4)	1.1 (-8.5)	0.9 (-20.0)	1.0 (-31.9)	-0.3 (-45.3)
Initial statin coupon					
Predicted level (SE)	106.6 (-1.4)	101.9 (-21.6)	113.9 (-52.4)	121.9 (-86.4)	124.9 (-120.1)
Difference from counterfactual	-17.0 (-1.4)	-2.7 (-21.6)	-2.1 (-52.4)	0.0 (-86.4)	-4.1 (-120.1)
Subsequent statin coupon					
Predicted level (SE)	117.0 (-0.6)	107.3 (-17.2)	116.1 (-40.7)	122.5 (-66.3)	125.8 (-92.2)
Difference from counterfactual	-8.2 (-0.6)	0.6 (-17.2)	0.7 (-40.7)	1.2 (-66.3)	-1.6 (-92.2)

*Represents the difference in average predicted values between coupon users and their counterfactual non-coupon using counterparts within each group (initial, subsequent, non-statin).

Source: IMS Health Lifelink LRx Data, 2007-2013

Appendix Table 3. Average monthly statin utilization in alternative cohorts.

Time following incident statin fill	Time				
	1 month	1 year	2 years	3 years	4 years
Open Cohort (Average pill-days dispensed)					
No coupons					
Predicted level (SE)	29.2 (0.0)	23.5 (0.0)	24.5 (0.0)	24.7 (0.0)	25.6 (0.0)
Other coupon					
Predicted level (SE)	28.6 (0.0)	23.6 (-0.8)	24.9 (-1.7)	25.5 (-2.8)	26.5 (-3.9)
Difference from counterfactual	-0.5 (0.0)	0.1 (-0.8)	0.4 (-1.7)	0.8 (-2.8)	0.9 (-3.9)
Initial statin coupon					
Predicted level					
Standard error					
Difference from counterfactual	28.2 (-0.2)	24.1 (-2.0)	24.0 (-4.3)	24.5 (-6.8)	25.4 (-9.6)
Standard error	-1.2 (-0.2)	0.2 (-2.0)	-0.6 (-4.3)	-0.2 (-6.8)	-0.1 (-9.6)
Subsequent statin coupon					
Predicted level (SE)	27.2 (-0.1)	24.1 (-1.4)	24.9 (-3.1)	25.5 (-4.9)	26.4 (-6.9)
Difference from counterfactual	-1.8 (-0.1)	0.5 (-1.4)	0.3 (-3.1)	0.7 (-4.9)	0.7 (-6.9)
No Mail-Order Cohort (Average pill-days dispensed)					
No coupons					
Predicted level (SE)	28.9 (0.0)	23.4 (0.0)	24.3 (0.0)	24.5 (0.0)	25.3 (0.0)
Other coupon					
Predicted level (SE)	28.0 (-0.1)	23.3 (-0.9)	24.4 (-2.1)	24.8 (-3.2)	25.3 (-4.5)
Difference from counterfactual	-0.8 (0.0)	0.0 (-0.9)	0.1 (-2.1)	0.3 (-3.2)	0.1 (-4.5)
Initial statin coupon					
Predicted level (SE)	27.6 (-0.2)	23.8 (-2.3)	23.6 (-5.0)	23.9 (-7.9)	24.6 (-11.0)
Difference from counterfactual	-1.6 (-0.2)	0.1 (-2.3)	-0.8 (-5.0)	-0.6 (-7.9)	-0.7 (-11.0)
Subsequent statin coupon					
Predicted level (SE)	26.7 (-0.1)	23.9 (-1.6)	24.6 (-3.5)	25.1 (-5.6)	25.6 (-7.7)
Difference from counterfactual	-2.2 (-0.1)	0.4 (-1.6)	0.1 (-3.5)	0.4 (-5.6)	0.2 (-7.7)
Limited Opioid Use Cohort (Average pill-days dispensed)					
No coupons					
Predicted level (SE)	29.9 (0.0)	24.1 (0.0)	24.3 (-0.1)	24.3 (-0.1)	25.6 (-0.1)
Other coupon					
Predicted level (SE)	29.0 (-0.1)	23.6 (-1.9)	24.0 (-4.1)	24.5 (-6.5)	25.8 (-9.2)
Difference from counterfactual	-1.1 (-0.1)	-0.5 (-1.9)	-0.2 (-4.1)	0.2 (-6.4)	0.2 (-9.2)
Initial statin coupon					
Predicted level (SE)	28.5 (-0.3)	24.4 (-3.7)	24.6 (-8.1)	24.9 (-12.6)	25.8 (-17.7)
Difference from counterfactual	-1.9 (-0.3)	-0.2 (-3.7)	0.1 (-8.1)	0.7 (-12.6)	0.3 (-17.7)
Subsequent statin coupon					
Predicted level (SE)	26.6 (-0.1)	24.6 (-3.1)	24.7 (-6.8)	25.0 (-10.6)	25.4 (-14.6)
Difference from counterfactual	-3.5 (-0.1)	0.3 (-3.1)	0.2 (-6.8)	0.6 (-10.6)	-0.3 (-14.6)

*Represents the difference in average predicted values between coupon users and their counterfactual non-coupon using counterparts within each group (initial, subsequent, non-statin).

Source: IMS Health Lifelink LRx Data, 2007-2013