Indication

Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).

Important Safety Information

- Xiidra is contraindicated in patients with known hypersensitivity to lifitegrast or to any of the other ingredients.
- In clinical trials, the most common adverse reactions reported in 5-25% of patients were instillation-site irritation, dysgeusia and reduced visual acuity. Other adverse reactions reported in 1% to 5% of the patients were blurred vision, conjunctival hyperemia, eye irritation, headache, increased lacrimation, eye discharge, eye discomfort, eye pruritus and sinusitis.

Please see additional Important Safety Information on reverse and Full Prescribing Information in pocket.
NEW SAVINGS FOR PATIENTS

First Prescription Upon Enrollment
for commercially insured patients*

$0 for 90 days
(or 30 days)

Subsequent Prescriptions
for commercially insured patients*

Pay as little as $0

Patients save up to:
$750 per fill on a 90-day prescription
$250 per fill on a 30-day prescription

On average, patients paid $45 for 90 days (or $15 per month) for OTC artificial tears.

Go to Xiidra.com for cost and affordability resources that can help your patients start and stay on Xiidra

*Limitations apply. Eligible, commercially insured patients using the Co-pay Card pay $0 for their first prescription of Xiidra for up to 90 days. After the first fill, eligible, commercially insured patients may pay as little as $0 for prescriptions of Xiidra, subject to a maximum monthly savings of $250 for a 30-day prescription and $750 for a 90-day prescription. Offer not valid under Medicare, Medicaid, or any other federal or state program. Novartis reserves the right to rescind, revoke, or amend this program without notice. See complete Terms & Conditions for details.

†Based on average dollars per month spent on over-the-counter dry eye products by patients active in both the IQVIA LRx and OTC databases (n=2,258,782). Eligible patients must have at least one record of prescription activity (from any market) in the LRx database prior to the look-back period and at least one record of OTC activity. Calculation was completed by IQVIA based on a study period from November 2018 to October 2019.

OTC=over-the-counter.

Important Safety Information (cont)

• To avoid the potential for eye injury or contamination of the solution, patients should not touch
  the tip of the single-use container to their eye or to any surface.
• Contact lenses should be removed prior to the administration of Xiidra and may be reinserted
  15 minutes following administration.
• Safety and efficacy in pediatric patients below the age of 17 years have not been established.

Please see additional Important Safety Information on reverse and Full Prescribing Information in pocket.


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