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STE-Guided Lead Placement Improved Outcomes

Major Finding: For the primary end point of echocardiographic response, defined as a greater than 15% change in left ventricular end systolic volume from baseline to 6-month follow-up, the speckle-tracking echocardiography group had a 70% response and the standard placement group had a 55% response (P = .031).

Data Source: A single-blinded, randomized, controlled trial of 220 patients recruited from three different hospitals in the United Kingdom. Participants were in sinus rhythm, had NYHA class III/IV heart failure, left ventricular ejection fractions less than 35%, and QRS intervals greater than 120 milliseconds.

Disclosures: Dr. Khan said he had no relevant financial disclosures.

BY ALICE GOODMAN

FROM THE ANNUAL MEETING OF THE AMERICAN COLLEGE OF CARDIOLOGY

NEW ORLEANS - Using speckle-tracking echocardiography to guide pacemaker lead placement improved the outcomes of cardiac resynchronization therapy for patients with severe heart failure in the TARGET trial

When speckle-tracking echocardiogra-

Effient® (prasugrel) tablets Brief Summary of Prescribing Information

BRIEF SUMMARY: Please see Full Prescribing Information for additional information about Effient.

WARNING: BI FEDING BISK

Effient can cause significant, sometimes fatal, bleeding [see Warnings and Precautions (5.1 and 5.2) and Adverse Reactions (6.1)].

Do not use Effient in patients with active pathological bleeding or a history of transient ischemic attack or stroke [see Contraindications (4.1 and 4.2)].

In patients ≥75 years of age, Effient is generally not recommended, because of the increased risk of fatal and recommended, because of the increased risk of fatal and intracranial bleeding and uncertain benefit, except in high-risk situations (patients with diabetes or a history of prior MI) where its effect appears to be greater and its use may be considered [see Use in Specific Populations (8.5)]. Do not start Effient in patients likely to undergo urgent coronary artery bypass graft surgery (CABG). When possible, discontinue Effient at least 7 days prior to any surgery. Additional just fortame for blocdime indude.

Additional risk factors for bleeding include:

body weight <60 kg
 propensity to bleed

 concomitant use of medications that increase the risk of bleeding (e.g., warfarin, heparin, fibrinolytic therapy, chronic use of non-steroidal anti-inflammatory drugs [NSAIDs])

Suspect bleeding in any patient who is hypotensive and has recently undergone coronary angiography, percutaneous coronary intervention (PCI), CABG, or other surgical procedures in the setting of Effient.

If possible, manage bleeding without discontinuing Effient. Discontinuing Effient, particularly in the first few weeks after acute coronary syndrome, increases the risk of subsequent cardiovascular events *[see Warnings and Precautions (5.3)]*.

1 INDICATIONS AND USAGE

1.1 Acute Coronary Syndrome: Effient[®] is indicated to reduce the rate of thrombotic cardiovascular (CV) events (including stent thrombosis) in patients with acute coronary syndrome (ACS) who are to be managed with percutaneous coronary intervention (PCI) as follows:

 Patients with unstable angina (UA) or non-ST-elevation mvocardial infarction (NSTEMI).

Patients with ST-elevation myocardial infarction (STEMI) when

Patients with 51-devation myocardial infrarction (STEMI) when managed with primary or delayed PCI.
 Effient has been shown to reduce the rate of a combined endpoint of cardiovascular death, nonfatal myocardial infrarction (MI), or nonfatal stroke compared to clopidogrel. The difference between treatments was driven predominantly by MI, with no difference on strokes and little difference on CV death *[see Clinical Studies (14]]*.

It is generally recommended that antiplatelet therapy be administered promptly in the management of ACS because many cardiovascular events occur within hours of initial presentation. In the clinical trial that established the efficacy of Effient, Effient and the control drug were not administered to UA/NSTEMI patients until coronary anatomy was established. For the small fraction of patients that required urgent CABG after treatment with Effent, the risk of significant bleeding was substantial *[see Warnings and Precautions (5.2)]*. Because the large majority of patients are managed without CABG, however, treatment can be considered before determining coronary anatomy if need for CABG is considered unlikely. The advantages of earlier treatment with Effient must then be balanced against the increased rate of bleeding in patients who do need to undergo urgent CABG.

2 DOSAGE AND ADMINISTRATION

Initiate Efficient treatment as a single 60 mg oral loading dose and then continue at 10 mg orally once daily. Patients taking Efficient should also take aspirin (75 mg to 325 mg) daily [see Drug Interactions (7) and Clinical Pharmacology (12.3)]. Efficient may be administered with or without food [see Clinical Pharmacology (12.3)] and Clinical Studies (14)]

Dosing in Low Weight Patients: Compared to patients weighing ≥60 kg. patients weighing <60 kg have an increased exposure to the active metabolite of prasugrel and an increased risk of bleeding on a 10 mg once daily maintenance dose. Consider lowering the maintenance dose to 5 mg in patients <60 kg. The effectiveness and safety of the 5 mg dose have not been prospectively studied.

4 CONTRAINDICATIONS

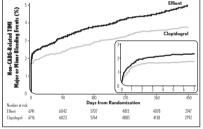
4.1 Active Bleeding: Efficient is contraindicated in patients with active pathological bleeding such as peptic ulcer or intracranial hemorrhage [see Warnings and Precautions (5.1) and Adverse Reactions (6.1)].

4.2 Prior Transient Ischemic Attack or Stroke: Effient is contraindicated in patients with a history of prior transient ischemic attack (TIA) or stroke. In TRITON-TIMI 38 (TRial to Assess Improvement

in Therapeutic Outcomes by Optimizing Platelet InhibitioN with Prasugrel), patients with a history of TA or ischemic stroke (>3 months prior to enrollment) had a higher rate of stroke on Effient (6.5%; of which 4.2% were thrombotic stroke and 2.3% were thrombotic stroke and 2.3% were intracranial hemorrhage [[CH]) than on clopidogrel (1.2%; all thrombotic). In patients without such a history, the incidence of stroke was 0.9% (0.2% ICH) and 1.0% (0.3% ICH) with Effient and clopidogref, respectively. Patients with a history of ischemic stroke within 3 months of screening and patients with a history of hemorrhagic stroke at any time were excluded from TRITON-TIMI 38. should have therapy discontinued [see Adverse Reactions (6.1) and Clinical Studies (14)].

4.3 Hypersensitivity: Effient is contraindicated in patients with hypersensitivity (e.g., anaphylaxis) to prasugrel or any component of the product [see Adverse Reactions (6.2)]. 5 WARNINGS AND PRECAUTIONS

5 WARNINGS AND PHECAUTIONS 5.1 General Risk of Bleeding: Thienopyridines, including Effient, increase the risk of bleeding. With the dosing regimens used in RT(DN-TIMI 38, TIMI (Thrombolysis in Myocardial Infarction) Major (clinically overt bleeding associated with a fall in hemoglobin ≥5 g/dL, or intracranial hemorrhage) and TIMI Minor (overt bleeding associated with a fall in hemoglobin of 23 g/dL blut <5 g/dL) bleeding events were more common on Effient than on clopidogrel *[see Adverse Reactions* (6.1)]. The bleeding risk is highest initially, as shown in Figure 1 (events through 450 days; inset shows events through 7 days Figure 1: Non-CABG-Related TIMI Major or Minor Bleeding Events



Suspect bleeding in any patient who is hypotensive and has recently undergone coronary angiography, PCI, CABG, or other surgical procedures even if the patient does not have overt signs of bleeding. Do not use Effient in patients with active bleeding, prior TIA or stroke [see Contraindications (4.1 and 4.2)]. Other risk factors for bleeding are:

• Age ≥75 years. Because of the risk of bleeding (including fatal

- bleeding) and uncertain effectiveness in patients 275 years of age, use of Effient is generally not recommended in these patients, except in high-risk situations (patients with diabetes or history of myocardial infarction) where its effect appears to be greater and its use may be considered [see Adverse Reactions (6.1), Use in Specific Populations (8.5), Clinical Pharmacology (12.3), and Clinical Trials (14)1.
- CABG or other surgical procedure [see Warnings and Precautions (5.2)]
- Body weight <60 kg. Consider a lower (5 mg) maintenance dose [see Dosage and Administration (2), Adverse Reactions (6.1), Use
- in Specific Populations (8.6)]. Propensity to bleed (e.g., recent trauma, recent surgery, recent or recurrent gastrointestinal (GI) bleeding, active peptic ulcer disease or severe hepatic impairment) [see Adverse Reactions (6.1) and Use in Specific Populations (8.8)].
- Medications that increase the risk of bleeding (e.g., oral anticoagulants, chronic use of non-steroidal anti-inflammatory drugs [NSAIDs], and fibrinolytic agents). Aspirin and heparin were commonly used in TRITON-TIMI 38 [see Drug Interactions (7) Clinical Studies (14)].

Thienopyridines inhibit platelet aggregation for the lifetime of the platelet (7-10 days), so withholding a dose will not be useful in managing a bleeding event or the risk of bleeding associated with an invasive procedure. Because the half-life of prasugrel's active metabolite is short relative to the lifetime of the platelet, it may be possible to restore hemostasis by administering exogenous platelets; however, platelet transfusions within 6 hours of the loading dose or 4 hours of the maintenance dose may be less effective

5.2 Coronary Artery Bypass Graft Surgery-Related Bleeding: The risk of bleeding is increased in patients receiving Effient who undergo CABC. If possible, Effient should be discontinued at least 7 days prior to CABG.

Of the 437 patients who underwent CABG during TRITON-TIMI 38, the rates of CABG-related TIMI Major or Minor bleeding were 14.1% in the Effient group and 4.5% in the clopidogrel group [see Adverse Reactions (6.1)]. The higher risk for bleeding events in patients treated

phy (STE) was used to identify target sites for pacemaker lead placement for individual patients, leads were more likely to be placed at concordant sites. The result was improved echocardiographic response at 6 months – defined as a greater than 15% change in left ventricular end systolic volume (LVESV) from baseline to 6month follow-up. The STE group had a 70% response as compared with a 55% response in the group with conventional

> with Effient persisted up to 7 days from the most recent dose of study drug. For patients receiving a thienopyridine within 3 days prior to CABG, the frequencies of TIMI Major or Minor bleeding were 26.7% (12 of 45 patients) in the Effient group, compared with 5.0% (3 of 60 patients) in the clopidogrel group. For patients who received their last dose of thienopyridine within 4 to 7 days prior to CABG, the frequencies decreased to 11.3% (9 of 80 patients) in the prasugrel group and 3.4% (3 of 89 patients) in the clopidogrel group.

> Do not start Effient in patients likely to undergo urgent CABG. CABGrelated bleeding may be treated with transfusion of blood products. including packed red blood cells and platelets; howeve nlatelet transfusions within 6 hours of the loading dose or 4 hours of the maintenance dose may be less effective.

> 5.3 Discontinuation of Effient: Discontinue thienopyridines, including Effient, for active bleeding, elective surgery, stroke, or TIA. The optimal duration of thienopyridine therapy is unknown. In patients who are managed with PCI and stent placement, premature discontinuation of any antiplatelet medication, including thienopyridines, conveys an increased risk of stent thrombosis, myocardial infarction, and death. Patients who require premature discontinuation of a thienopyridine will be at increased risk for cardiac events. Lapses in therapy should be avoided, and if thienopyridines must be temporarily discontinued because of an adverse event(s), they should be restarted as soon as possible [see Contraindications (4.1 and 4.2) and Warnings and Precautions (5.1)].

> 5.4 Thrombotic Thrombocytopenic Purpura: Thrombotic thrombocytopenic purpura (TTP) has been reported with the use of Effient. TTP can occur after a brief exposure (< 2 weeks). TTP is a serious condition that can be fatal and requires urgent treatment, including plasmapheresis (plasma exchange). TTP is characterized by thrombocytopenia, microangiopathic hemolytic anemia (schistocytes [fragment red blood cells] seen on peripheral smear), neurological findings, renal dysfunction, and fever [see Adverse Reactions (6.2)].

6 ADVERSE REACTIONS

6.1 Clinical Trials Experience: The following serious adverse reactions are also discussed elsewhere in the labeling:

Bleeding [see Boxed Warning and Warnings and Precautions [5.1, 5.2]
 Thrombotic thrombocytopenic purpura [see Warnings and

Precautions (5.4)] Safety in patients with ACS undergoing PCI was evaluated in a clopidogrel-controlled study, TRITON-TIMI 38, in which 6741 patients were treated with Effent (60 mg loading dose and 10 mg once daily) for a median of 14.5 months (5802 patients were treated for over 6 months; 4136 patients were treated for more than 1 year). The population treated with Effient was 27 to 96 years of age, 25% female, and 92% Caucasian. All patients in the TRITON-TIMI 38 study were to receive aspirin. The dose of clopidogrel in this study was a 300 mg loading dose and 75 mg once daily.

Because clinical trials are conducted under widely varying conditions. adverse reaction rates observed in the clinical trials cannot be directly compared with the rates observed in other clinical trials of another drug and may not reflect the rates observed in practice.

Drug Discontinuation: The rate of study drug discontinuation because of adverse reactions was 7.2% for Effient and 6.3% for clopidogrel. Bleeding was the most common adverse reaction leading to study drug discontinuation for both drugs (2.5% for Effient and 1.4% for clopidogrel).

<u>Bleeding</u>: Bleeding Unrelated to CABG Surgery - In TRITON-TIMI 38, overall rates of TIMI Major or Minor bleeding adverse reactions unrelated to coronary artery bypass graft surgery (CABG) were significantly higher on Effient than on clopidogrel, as shown in Table 1. Table 1: Non-CABG-Related Bleeding^a (TRITON-TIMI 38)

	Effient (%) (N=6741)	Clopidogrel (%) (N=6716)	p-value			
TIMI Major or Minor bleeding	4.5	3.4	p=0.002			
TIMI Major bleeding ^b	2.2	1.7	p=0.029			
Life-threatening	1.3	0.8	p=0.015			
Fatal	0.3	0.1				
Symptomatic intracranial hemorrhage (ICH)	0.3	0.3				
Requiring inotropes	0.3	0.1				
Requiring surgical intervention	0.3	0.3				
Requiring transfusion (≥4 units)	0.7	0.5				
TIMI Minor bleeding ^b	2.4	1.9	p=0.022			

Patients may be counted in more than one row.

See 5.1 for definition.

Figure 1 demonstrates non-CABG related TIMI Major or Minor bleeding. The bleeding rate is highest initially, as shown in Figure 1 (inset: Days 0 to 7) [see Warnings and Precautions (5.1)].

lead placement without echocardiography guidance (P = .031), said Dr. Fakhar Z. Khan of Cambridge (England) University, who reported the results of the TARGET (Targeted Left Ventricular Lead Placement to Guide Cardiac Resynchronization Therapy in Patients with Heart Failure) trial at the meeting.

Lower rates were also seen with STE for the combined end point of all-cause mortality and heart failure hospitalization. The difference was primarily driven by fewer heart failure hospitalizations. Looking at mortality alone at a mean follow-up of 400 days, the investigators

found the two groups did not significantly differ.

"This is a well-designed, well-conducted study with impressive differences in clinical outcomes," said Dr. Byron Kwock Lee, who is with the University of California. San Francisco, and chaired the session where the TARGET results were presented. "Other studies have shown echocardiographic outcomes but have had difficulty showing clinical differences."

"I am impressed that the modest echocardiographic changes translated to dramatic clinical effects," commented Dr. Michael Crawford, also of the University of California, San Francisco, and a panelist at the presentation of the study results.

Up to 40% of patients fail to gain significant clinical benefit from cardiac resynchronization therapy, Dr. Khan noted. The position of the left ventricular lead has emerged as an important determinant of response, with better results achieved when pacing at the latest site of contraction and lesser responses noted when pacing areas of scar.

Speckle-tracking radial strain imaging correlates with delayed enhanced cardiac MRI for determination of scar. Dr. Khan said. In patients undergoing cardiac

Bleeding rates in patients with the risk factors of age ≥75 years and weight <60 kg are shown in Table 2. Table 2: Bleeding Rates for Non-CABG-Related Bleeding by Weight and Age (TRITON-TIMI 38)

	Major/Minor		Fatal	
	Effient (%)	Clopidogrel (%)	Effient (%)	Clopidogrel (%)
Weight <60kg (N=308 Effient, N=356 clopidogrel)	10.1	6.5	0.0	0.3
Weight ≥60kg (N=6373 Effient, N=6299 clopidogrel)	4.2	3.3	0.3	0.1
Age <75 years (N=5850 Effient, N=5822 clopidogrel)	3.8	2.9	0.2	0.1
Age ≥75 years (N=891 Effient, N=894 clopidogrel)	9.0	6.9	1.0	0.1

Bleeding Related to CABG - In TRITON-TIMI 38, 437 patients who received a thienopyridine underwent CABG during the course of the study. The rate of CABG-related TIMI Major or Minor bleeding was 11% for the Efficient group and 4.5% in the clopidogrel group (Table 3). The higher risk for bleeding adverse reactions in patients treated with Effient persisted up to 7 days from the most recent dose of study drug.

Table 3: CABG-Related Bleeding^a (TRITON-TIMI 38)

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	Effient (%) (N=213)	Clopidogrel (%) (N=224)			
TIMI Major or Minor bleeding	14.1	4.5			
TIMI Major bleeding	11.3	3.6			
Fatal	0.9	0			
Reoperation	3.8	0.5			
Transfusion of ≥5 units	6.6	2.2			
Intracranial hemorrhage	0	0			
TIMI Minor bleeding	2.8	0.9			

^a Patients may be counted in more than one row.

Bleeding Reported as Adverse Reactions norrhagic events reported as adverse reactions in TRITON-TIMI 38 were, for Effient and clopidogrel, respectively: epistaxis (6.2%, 3.3%), gastrointestinal hemorrhage (1.5%, 1.0%), hemoptysis (0.6%, 0.5%), subcutaneous hematoma (0.5%, 0.2%), post-procedural hemorrhage (0.5%, 0.2%), retroperitoneal hemorrhage (0.3%, 0.2%), pericardial effusion/hemorrhage/tamponade (0.3% 0.2%), and retinal hemorrhage (0.0%, 0.1%).

Malignancies: During TRITON-TIMI 38, newly diagnosed malignancies were reported in 1.6% and 1.2% of patients treated with prasugrel and clopidogrel, respectively. The sites contributing to the differences were primarily colon and lung. It is unclear if these observations are causally-related or are random occurrences.

Other Adverse Events: In TRITON-TIMI 38, common and other important non-hemorrhagic adverse events were, for Effient and clopidogrel, respectively: severe thrombocytopenia (0.06%, 0.04%), anemia (2.2%) (0.36%, 0.36%), and angioedema (0.06%, 0.04%). Table 4 summarizes the adverse events reported by at least 2.5% of patients.

Table 4: Non-Hemorrhagic Treatment Emergent Adve Reported by at Least 2.5% of Patients in Either Group

Effient (%) Clopidogrel (%) (N=6741) (N=6716) Hypertension Hypercholesterolemia/Hyperlipidemia Headache Back pain Dyspnea Nausea Dizziness 4.6 4.3 Cough Hypotension Fatigue Non-cardiac chest pain Atrial fibrillation Bradycardia Leukopenia (<4 x 10° WBC/L) Rash Pvrexia Peripheral edema Pain in extremity Diarrhea

6.2 Postmarketing Experience: The following adverse reactions have been identified during post approval use of Effient. Because these reactions are reported voluntarily from a population of uncertain size, it is not always possible

relationship to drug exposure. Paradionship to drug exposure.
Blood and lymphatic system disorders — Thrombocytopenia, Thrombotic thrombocytopenic purpura (TTP) (see Warnings and Precautions (5.4) and Patient Counseling Information (17.3)] Immune system disorders — Hypersensitivity reactions including anaphylaxis [see Contraindications (4.3)]

to reliably estimate their frequency or establish a causal

7 DRUG INTERACTIONS 7.1 Warfarin: Coadministration of Effient and warfarin increases the risk of bleeding [see Warnings and Precautions (5.1) and Clinical Pharmacology (12.3)].

7.2 Non-Steroidal Anti-Inflammatory Drugs: Coadministration of Effient and NSAIDs (used chronically) may increase the risk of bleeding [see Warnings and Precautions (5.1)].

7.3 Other Concomitant Medications: Effient can be administered with drugs that are inducers or inhibitors of cytochrome P450 enzymes [see Clinical Pharmacology (12.3)].

Effient can be administered with aspirin (75 mg to 325 mg per day) heparin, GPIIb/IIIa inhibitors, statins, digoxin, and drugs that elevate gastric pH, including proton pump inhibitors and H₂ blockers [see *Clinical Pharmacology* (12.3)].

8 USE IN SPECIFIC POPULATIONS

8.1 Pregnancy: <u>Pregnancy Category B</u> - There are no adequate and well controlled studies of Effient use in pregnant women. Reproductive and developmental toxicology studies in rats and rabbits at doses of up to 30 times the recommended therapeutic exposures in humans (based on plasma exposures to the major circulating human metabolite) revealed no evidence of fetal harm; however, animal studies are not always predictive of a human response. Effient should be used during pregnancy only if the potential benefit to the mother justifies the potential risk to the fetus.

In embryo fetal developmental toxicology studies, pregnant rats and rabbits received prasugrel at maternally toxic oral doses equivalent to more than 40 times the human exposure. A slight decrease in pup body weight was observed; but, there were no structural malformations bed model with observery between the standard mathematical mathematical and postnatal rat studies, maternal treatment with prasugrel had no effect on the behavioral or reproductive development of the offspring at doses greater than 150 the standard mathematical and postnatal rates and the standard mathematical studies and the studies and the standard mathematical studies and the times the human exposure [see Nonclinical Toxicology (13.1)].

8.3 Nursing Mothers: It is not known whether Effient is excreted in human milk; however, metabolites of Effient were found in rat milk. Because many drugs are excreted in human milk, prasugrel should be used during nursing only if the potential benefit to the mother justifies the potential risk to the nursing infant. 8.4 Pediatric Use: Safety and effectiveness in pediatric patients have

not been established [see Clinical Pharmacology (12.3)]. **8.5 Geriatric Use:** In TRITON-TIMI 38, 38.5% of patients were ≥ 65 vears of age and 13.2% were ≥75 years of age. The risk of bleeding increased with advancing age in both treatment groups, although the relative risk of bleeding (Effient compared with clopidogrel) was similar across age groups.

Patients ≥75 years of age who received Effient had an increased risk of fatal bleeding events (1.0%) compared to patients who received clopidogrel (0.1%). In patients ≥75 years of age, symptomatic intracranial hemorrhage occurred in 7 patients (0.8%) who received Inductinal infiniting occurred in 1 patients (0.3%) with received Efferint and in 3 patients (0.3%) who received objologgel. Because of the risk of bleeding, and because effectiveness is uncertain in patients ≥75 years of age [see Clinical Studies (14)], use of Effent is generally not recommended in these patients, except in high-risk situations (diabetes and past history of myocardial infarction) where its effect appears to be greater and its use may be considered [see Warnings or d Breasting (51). and Precautions (5.1), Clinical Pharmacology (12.3), and Clinical Studies (14)].

8.6 Low Body Weight: In TRITON-TIMI 38, 4.6% of patients treated with Effient had body weight <60 kg. Individuals with body weight <60 kg. Individuals with body weight <60 kg. Individuals with body weight <60 kg. had an increased exposure to the active metabolite of prasugrel [see Dosage and Administration (2), Warnings and Precautions (5.1), and Clinical Pharmacology (12.3)]. Consider lowering the maintenance dose to 5 mg in patients <60 kg. The effectiveness and safety of the 5 mg dose have not been prospectively studied.

8.7 Renal Impairment: No dosage adjustment is necessary for patients with renal impairment. There is limited experience in patients with end-stage renal disease [see Clinical Pharmacology (12.3)].

8.8 Hepatic Impairment: No dosage adjustment is necessary in patients with mild to moderate hepatic impairment (Child-Pugh Class A and B). The pharmacokinetics and pharmacodynamics of prasugrel in patients with severe hepatic disease have not been studied, but

such patients are generally at higher risk of bleeding [see Warnings

and Precautions (5.1) and Clinical Pharmacology (12.3)]. 8.9 Metabolic Status: In healthy subjects, patients with stable

atherosclerosis, and patients with ACS receiving prasugrel, there was

References: 1. Effient® (prasugrel) prescribing information. Daiichi Sankyo, Inc. and Eli Lilly and Company. 2. Data on file: #EFF20100129h: DSI/Lilly. 3. Data on file: #EFF20091204b: DSI/Lilly. 4. Data on file: #EFF20100129f: DSI/Lilly.

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or CYP3A5 on the pharmacokinetics of prasugrel's active metabolite or its inhibition of platelet aggregation.

and irreversible, lasting for the life of the platelet, and is unlikely to be increased in the event of an overdose. In rats, lethality was observed after administration of 2000 mg/kg. Symptoms of acute toxicity in dogs included emesis, increased serum alkaline phosphatase, and hepatocellular atrophy. Symptoms of acute toxicity in rats included mydriasis, irregular respiration, decreased locomotor activity, ptosis, staggering gait, and lacrimation.

10.2 Recommendations about Specific Treatment: Platelet transfusion may restore clotting ability. The prasugrel active metabolite is not likely to be removed by dialysis.

13 NONCLINICAL TOXICOLOGY

13.1 Carcinogenesis, Mutagenesis, Impairment of Fertility: Carcinogenesis - No compound-related tumors were observed in a P-year rat study with prasugrel at oral doses up to 100 mg/kg/day (>100 times the recommended therapeutic exposures in humans based on plasma exposures to the major circulating human metabolite). There was an increased incidence of tumors (hepatocellular adenomas) in mice exposed for 2 years to high doses (>250 times the human metabolite exposure).

Mutagenesis - Prasugrel was not genotoxic in two in vitro tests (Ames bacterial gene mutation test, clastogenicity assay in Chinese ha fibroblasts) and in one in vivo test (micronucleus test by intraperitoneal route in mice).

Impairment of Fertility - Prasugrel had no effect on fertility of male and female rats at oral doses up to 300 mg/kg/day (80 times the human major metabolite exposure at daily dose of 10 mg prasugrel). **17 PATIENT COUNSELING INFORMATION**

See Medication Guide

17.1 Renefits and Risks

Summarize the effectiveness features and potential side effects of Effient

- Tell patients to take Effient exactly as prescribed.
 - Remind patients not to discontinue Effient without first discussing it with the physician who prescribed Effient.
 - · Recommend that patients read the Medication Guide

17.2 Bleeding: Inform patients that they:

- will bruise and bleed more easily.
- will take longer than usual to stop bleeding. • should report any unanticipated, prolonged, or excessive bleeding, or blood in their stool or urine.
- 17.3 Other Signs and Symptoms Requiring Medical Attention
- Inform patients that TTP is a rare but serious condition that
 - has been reported with Effient Instruct patients to get prompt medical attention if they experience any of the following symptoms that cannot otherwise be explained: fever, weakness, extreme skin paleness, purple skin patches, yellowing of the skin or eyes, or neurological changes.
- 17.4 Invasive Procedures: Instruct patients to: inform physicians and dentists that they are taking Effient before
- any invasive procedure is scheduled. • tell the doctor performing the invasive procedure to talk to the

prescribing health care professional before stopping Effient. 17.5 Concomitant Medications: Ask patients to list all prescription medications. over-the-counter medications, or dietary supplements they are taking or plan to take so the physician knows about other treatments that may affect bleeding risk (e.g., warfarin and NSAIDs). Literature revised: December 6. 2010

Manufactured by Eli Lilly and Company, Indianapolis, IN, 46285

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resynchronization therapy, less than 10% amplitude of radial strain at the left ventricular pacing site has a high negative predictive value (91%) for response.

Using STE, "we found that concordant lead placement, baseline dyssynchrony, and pacing away from areas of scar are strongly related to improved outcomes," he said.

The single-blinded, randomized, controlled trial enrolled 220 patients recruited from three different hospitals in the United Kingdom. Participants were in sinus rhythm, had severe heart failure (New York heart Association class III/IV), left ventricular ejection fractions less than 35%, and QRS intervals greater than 120 msec. Patients were randomized in a 1:1 ratio to receive either standard lead placement without the benefit of echocardiographic guidance or targeted lead placement using STE to

Using STE, 'we found that concordant lead placement. baseline dyssynchrony, and pacing away from areas of scar are strongly related to improved outcomes.'

position the lead at the latest site of contraction and away from areas of scar. Following implantation, all devices were optimized using echocardiography.

Concordant lead placement was achieved in 61% of the STE group vs. 45% of control group. Placement was adjacent in 25% of the STE group and 28% of the control group, and was remote in 10% and 24%, respectively.

At baseline, both groups were comparable in demographic and disease characteristics. Mean age was about 70 years, about 86% were male, about 94% had NYHA class III heart failure, and 56% had underlying ischemic cardiomyopathy.

Both groups had a 14% rate of implant-related complications. Procedural length of time was similar for both groups.

In addition to the primary end point improvements in echocardiographic response at 6-month follow-up, the STE group also had significantly improved clinical end points, compared with the standard placement group. Statistically significant differences from baseline to follow-up for the STE group vs. the standard placement group included improvement in heart failure class, 6-mile walk test results, and quality of life scores

Patients in the study will continue to have ongoing follow-up.

"STE software can be applied to any existing echocardiographic image at no additional risk to the patient," Dr. Khan said.

"STE makes targeting of the lead feasible at any facility that performs echocardiography and has the software available to analyze their images, so it is widely accessible at smaller centers and nonacademic hospitals where more and more pacemakers are being implanted. That being said, it requires training and experience.



no relevant effect of genetic variation in CYP2B6, CYP2C9, CYP2C19,

10 OVERDOSAGE

10.1 Signs and Symptoms: Platelet inhibition by prasugrel is rapid