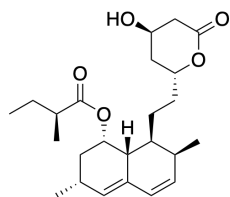


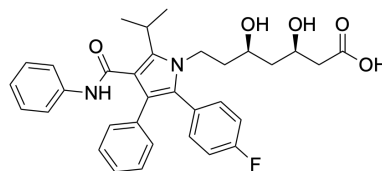
How Can a Drug Be Considered Best-in-Class?

Therapeutic Superiority



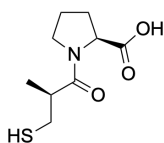
lovastatin
first-in-class
statin

vs



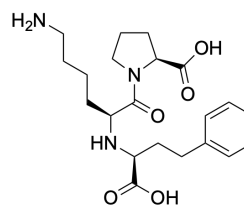
atorvastatin
therapeutic superiority in
cardiovascular disease outcomes

Improved Safety



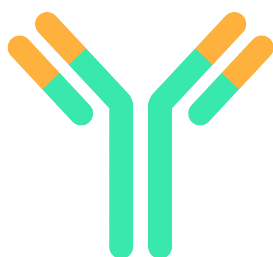
captopril
first-in-class
ACE inhibitor

vs



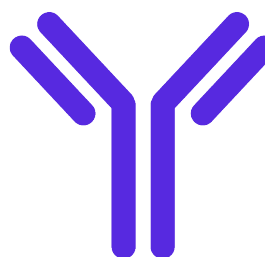
lisinopril
reduced side effects,
once-daily dosing

Improved Acceptance/Lower Burden



infliximab
first-in-class
TNF α blocker

vs



adalimumab
offered as SC pen for
at-home administration

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