Dear Doctor:

RE:  **Euflexxa®** (1% sodium hyaluronate)

PSEUDO-DIN OR PIN 96599966 from OPINIONS database

We are pleased to provide you with prescribing information regarding our medical device, **Euflexxa** (1% sodium hyaluronate). In order to help you and your patients to inquire about private insurance coverage for this product, we have enclosed helpful suggestions.

**What is euflexxa?**

**Euflexxa** is the purest viscosupplementation or synovial fluid replacement therapy for osteoarthritis (OA) patients. **Euflexxa** is indicated for the treatment of pain in OA of the knee. **Euflexxa** aids in lubrication of the joints, allows for greater flexibility of the treated joint, and reduces pain in the affected knee. A dose of 2 mL is injected intra-articularly into the affected knee at weekly intervals for three weeks, for a total of three injections.

**How does euflexxa Differ?**

The treatment goals in OA of the knee are to relieve the patient's pain and improve knee mobility/function, and quality of life, while minimizing adverse reactions.

**Euflexxa** achieves all of these treatment goals. In a clinical study\(^1\) comparing the safety and efficacy of **euflexxa** versus avian-derived Synvisc\(^\circledR\) (hylan G-F 20) for the treatment of OA of the knee, patients treated with **euflexxa** showed at 63% improvement from baseline, compared with a 52% improvement from baseline for patients treated with Synvisc on the WOMAC pain subscale, with less use of analgesics and a lower incidence of joint effusion. These data indicate that **euflexxa** has a better benefit-risk ratio compared to Synvisc.

**Euflexxa** is the only product on the Canadian market that consists of all of these characteristics: non-avian derived and has the **highest molecular** weight within the non-cross linked products.

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Significance of Non-Avian Sourced

The hyaluronic acid (HA) that is not derived from an avian/animal source (chicken or rooster combs) reduces the risk of related adverse reactions, such as joint effusion, swelling, arthralgia, joint warmth, and injection-site erythema. There are concerns over the biocompatibility that avian/animal derived products elicit anaphylactic reactions. The potential presence of immunologically active components is especially hazardous as these products are injected repeatedly into the joint\(^2\).

Significance of Straight Chain HA vs Cross-Linked

\textit{Euflexxa} is a highly purified natural preparation (i.e., straight chain) which is not chemically cross-linked to increase its concentration and retention in the joint cavity. Straight chain HA molecules form a flexible molecular network that binds water. The ability to bind water is instrumental in HA’s central role within the body to firm tissues and act as the body’s lubricant. Cross-linked products are hydrophobic in nature.

Significance of High Molecular Weight within Non-Cross Linked Products

The viscoelastic property of HA solutions is controlled by the concentration and molecular weight of the HA chains. \textit{Euflexxa} offers the highest molecular weight, which determines the viscoelasticity properties. Higher the molecular weight translates to higher viscoelasticity, which helps to protect cells and anatomical structures against mechanical overloading.

\textit{Euflexxa} is competitively priced to the other viscosupplementation therapies.

Enclosed are product and patient information sheets on \textit{Euflexxa}. Should you have any questions on the above information, please call toll-free at 1-866-384-1314, or if you would like to place an order, please call toll-free at 1-866-384-1315.

INSURANCE INQUIRY PROCESS

1. Always have the patient’s ID or Group Number when calling customer service of the insurance company. This is the only way that the insurance company can find out further about coverage.

2. Let the insurance company know that you are calling about a medical device. There are three ways to identify the product:
   a) Brand name: euflexxa ® or Drug name: hyaluronic acid or sodium hyaluroante
   b) PSEUDO-DIN or PIN number: 9659996
   c) Classification: Viscosupplementation or Synovial Fluid Replacement

3. Let the insurance company know that this would likely be under Extended Health Benefit. Ask the insurance company where and to whom the receipt can be sent to for processing.

4. Ask whether the patient has any limits or restrictions on coverage for this type of medical device.

5. Ask the insurance company regarding timeframe for reimbursement i.e., how long does the whole process take.

6. Let patient know of the restrictions/limitations and to fill out the “Extended Health Benefit” form and send the original receipt (best to make a copy of the receipt for record) to the address given by the insurance company.