

**CENTER FOR DRUG EVALUATION AND
RESEARCH**

APPLICATION NUMBER:

208564Orig1s000

PROPRIETARY NAME REVIEW(S)

PROPRIETARY NAME REVIEW

Division of Medication Error Prevention and Analysis (DMEPA)
Office of Medication Error Prevention and Risk Management (OMEPRM)
Office of Surveillance and Epidemiology (OSE)
Center for Drug Evaluation and Research (CDER)

***** This document contains proprietary information that cannot be released to the public*****

Date of This Review:	September 28, 2016
Application Type and Number:	NDA 208564
Product Name and Strength:	Yuvvexy (estradiol) Insert 4 mcg, 10 mcg, and (b) (4)
Product Type:	Single Ingredient Product
Rx or OTC:	Rx
Applicant/Sponsor Name:	Therapeutics MD.
Panorama #:	2016-9147391
DMEPA Primary Reviewer:	Walter Fava, RPh., MEd.
DMEPA Team Leader:	Lolita White, PharmD.

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/s/

WALTER L FAVA
09/28/2016

LOLITA G WHITE
09/28/2016

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Date of This Review:	February 26, 2018
Application Type and Number:	NDA 208564
Product Name and Strength:	Imvexxy (estradiol) vaginal insert 4 mcg, 10 mcg
Product Type:	Single-Ingredient Product
Rx or OTC:	Rx
Applicant/Sponsor Name:	TherapeuticsMD, Inc
Panorama #:	2017-19339939
DMEPA Safety Evaluator:	Briana Rider, PharmD
DMEPA Team Leader:	Lolita White, PharmD

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1 INTRODUCTION

This review evaluates the proposed proprietary name, Imvexxy, from a safety and misbranding perspective. The sources and methods used to evaluate the proposed name are outlined in the reference section and Appendix A respectively. The Applicant submitted an external name study, conducted by (b) (4), for this product.

1.1 REGULATORY HISTORY

The Applicant previously submitted the proposed proprietary name, (b) (4) on April 9, 2015. However, the Division of Medication Error Prevention and Analysis (DMEPA) found the name, (b) (4) unacceptable due to orthographic similarities and shared product characteristics with the proprietary name, Vospire ER under IND 118439 on August 27, 2015.^a

The Applicant submitted the name, Yuvvexy***, for review on October 20, 2015. The proposed name, Yuvvexy***, was found conditionally acceptable under IND 118439 in OSE Review #: 2015-1780606, dated February 3, 2016^b and under NDA 208564 in OSE Review #: 2016-9147391, dated September 28, 2016^c.

On February 2, 2017, the Applicant submitted a request to withdraw the conditionally acceptable proposed tradename, Yuvvexy***, and submitted the new proposed proprietary name, (b) (4), for review. However, DMEPA found the name, (b) (4) unacceptable due to orthographic similarities and shared product characteristics with the proposed proprietary name, Bevyxxa*** under NDA 208564, dated February 16, 2017.^d NDA 208564 received a Complete Response on May 5, 2017.

Thus, the Applicant submitted the name, Imvexxy, for review upon their Class 2 resubmission on November, 29, 2017.

1.2 PRODUCT INFORMATION

The following product information is provided in the November 29, 2017 proprietary name submission.

- Intended Pronunciation: ĩm-vex' ee
- Active Ingredient: estradiol

^a Fava, W. Proprietary Name Review for (b) (4) (IND 118439). Silver Spring (MD): FDA, CDER, OSE, DMEPA (US); 2015 AUG 27. Panorama No. 2015-124372.

^b Fava, W. Proprietary Name Review for Yuvvexy (IND 118439). Silver Spring (MD): FDA, CDER, OSE, DMEPA (US); 2016 FEB 03. Panorama No. 2015-1780606.

^c Fava, W. Proprietary Name Review for Yuvvexy (NDA 208564). Silver Spring (MD): FDA, CDER, OSE, DMEPA (US); 2017 SEP 28. Panormama No. 2016-9147391.

^d Rider, B. Proprietary Name Review for (b) (4) (NDA 208564). Silver Spring (MD): FDA, CDER, OSE, DMEPA (US); 2017 FEB 16. Panorama No. 2017-12984893.

- Indication of Use: Treatment of moderate to severe dyspareunia, a symptom of vulvar and vaginal atrophy, due to menopause.
- Route of Administration: intravaginal
- Dosage Form: vaginal insert
- Strength: 4 mcg and 10 mcg
- Dose and Frequency: Insert one insert intravaginally for 14 days, then twice weekly thereafter for maintenance (for example, Monday and Thursday).
- How Supplied: Starter blister packs containing 18 estradiol vaginal inserts and maintenance blister packs containing 8 estradiol vaginal inserts.
- Storage: USP controlled room temperature

2 RESULTS

The following sections provide information obtained and considered in the overall evaluation of the proposed proprietary name.

2.1 MISBRANDING ASSESSMENT

The Office of Prescription Drug Promotion (OPDP) determined that the proposed name would not misbrand the proposed product. The Division of Medication Error Prevention and Analysis (DMEPA) and the Division of Division of Bone, Reproductive, and Urologic Products (DBRUP) concurred with the findings of OPDP's assessment of the proposed name.

2.2 SAFETY ASSESSMENT

The following aspects were considered in the safety evaluation of the name.

2.2.1 United States Adopted Names (USAN) Search

There is no USAN stem present in the proprietary name^e.

2.2.2 Components of the Proposed Proprietary Name

The Applicant did not provide a derivation or intended meaning for the proposed name, Imvexxy in their submission. This proprietary name is comprised of a single that does not contain any components (i.e. a modifier, route of administration, dosage form, etc.) that are misleading or can contribute to medication error.

2.2.3 Comments from Other Review Disciplines at Initial Review

In response to the OSE, December 19, 2017 e-mail, the Division of Division of Bone, Reproductive, and Urologic Products (DBRUP) did not forward any comments or concerns relating to the proposed proprietary name at the initial phase of the review.

^e USAN stem search conducted on December 21, 2017.

2.2.4 FDA Name Simulation Studies

Eighty-eight practitioners participated in DMEPA's prescription studies. The responses did not directly overlap with any currently marketed products or any products in the pipeline.

One respondent in the inpatient study interpreted the proposed proprietary name as "Pmvexxy", which is a close hit to the proposed proprietary name "Pemfexy***". We evaluated the name pair, Imvexxy and Pemfexy***, further and find that there are sufficient orthographic and phonetic differences between the name pair. Orthographically, the infixes of this name pair (-vex- versus -fe-) are sufficiently different. Imvexxy does not have any upstroke letters in the infix, whereas Pemfexy*** has an upstroke letter 'f'. Phonetically, the first syllable "im" in Imvexxy sounds different from the first syllable "Pem" in Pemfexy***. There is no direct overlap in strength. We acknowledge there is numerical similarity in dose when a patient prescribed Pemfexy*** has a specific BSA that results in a dose that is numerically similar to Imvexxy 4 mcg or 10 mcg. For example, the dose for a female patient with a BSA of 1.6 m², prescribed a modified dose of 250 mg/m² for hematologic toxicity, would be 400 mg or 0.4 grams, which is numerically similar to Imvexxy 4 mcg. However, because Pemfexy*** is an oncology medication, both the patient-specific dose and the dosing method used to calculate the patient-specific dose is expected to be included on the medication orders. For example, 1.6 m² patient; 250 mg/m²; dose = 400 mg.

Additionally, there are no overlaps in dosage form (vaginal insert versus injection), route of administration (intravaginal versus injection), or frequency of administration (once daily for 14 days, then twice weekly thereafter for maintenance versus day 1 of each 21-day cycle [10-minute infusion]). As part of our evaluation, we analyzed the name pair Imvexxy and Pemfexy through POCA. The resulting combined POCA score is 60%, which indicates that there is moderate similarity between the name pairs (see Appendix E).

As such, we determined that confusion between this name pair, Imvexxy and Pemfexy*** is unlikely.

One respondent in the voice study interpreted the proposed proprietary name as "Emvexe", which is a close hit to the proposed proprietary name "(b) (4)". We evaluated the name pair, Imvexxy and (b) (4), further. The proposed proprietary name for (b) (4)

(b) (4)
Thus, we find there is minimal risk of name confusion for this name pair (see Appendix G).

Appendix B contains the results from the verbal and written prescription studies.

2.2.5 Phonetic and Orthographic Computer Analysis (POCA) Search Results

Our POCA search^f identified twenty-three names with a combined phonetic and orthographic score of ≥55% or an individual phonetic or orthographic score ≥70%. These names are included in Table 1 below.

^f POCA search conducted on December 21, 2017 in version 4.2.

2.2.6 Names Retrieved for Review Organized by Name Pair Similarity

Table 1 lists the number of names retrieved from our POCA search, FDA Prescription Simulation Study, and the Drug Safety Institute external study. These name pairs are organized as highly similar, moderately similar or low similarity for further evaluation.

Table 1. Similarity Category	Number of Names
Highly similar name pair: combined match percentage score $\geq 70\%$	2
Moderately similar name pair: combined match percentage score $\geq 55\%$ to $\leq 69\%$	21
Low similarity name pair: combined match percentage score $\leq 54\%$	10

2.2.7 Safety Analysis of Names with Potential Orthographic, Spelling, and Phonetic Similarities

Our analysis of the thirty-three names contained in Table 1 determined none of the names will pose a risk for confusion as described in Appendices C through H.

2.2.8 Communication of DMEPA's Analysis at Midpoint of Review

DMEPA communicated our findings to the Division of Division of Bone, Reproductive, and Urologic Products (DBRUP) via e-mail on February 26, 2018. At that time, we also requested additional information or concerns that could inform our review. Per e-mail correspondence from the DBRUP on February 26, 2018, they stated "the reviewer has no objections to this proposed proprietary name at this time".

3 CONCLUSIONS

The proposed proprietary name is acceptable.

If you have any questions or need clarifications, please contact Mammah Borbor, OSE project manager, at 301-796-7731.

3.1 COMMENTS TO THE APPLICANT

We have completed our review of the proposed proprietary name, Imvexxy, and have concluded that this name is acceptable.

If any of the proposed product characteristics as stated in your November 29, 2017 submission are altered prior to approval of the marketing application, the name must be resubmitted for review.

4 REFERENCES

1. *USAN Stems* (<http://www.ama-assn.org/ama/pub/physician-resources/medical-science/united-states-adopted-names-council/naming-guidelines/approved-stems.page>)

USAN Stems List contains all the recognized USAN stems.

2. *Phonetic and Orthographic Computer Analysis (POCA)*

POCA is a system that FDA designed. As part of the name similarity assessment, POCA is used to evaluate proposed names via a phonetic and orthographic algorithm. The proposed proprietary name is converted into its phonemic representation before it runs through the phonetic algorithm. Likewise, an orthographic algorithm exists that operates in a similar fashion. POCA is publicly accessible.

Drugs@FDA

Drugs@FDA is an FDA Web site that contains most of the drug products approved in the United States since 1939. The majority of labels, approval letters, reviews, and other information are available for drug products approved from 1998 to the present. Drugs@FDA contains official information about FDA-approved *brand name* and *generic drugs*; *therapeutic biological products*, *prescription* and *over-the-counter* human drugs; and *discontinued drugs* (see Drugs @ FDA Glossary of Terms, available at http://www.fda.gov/Drugs/InformationOnDrugs/ucm079436.htm#ther_biological).

RxNorm

RxNorm contains the names of prescription and many OTC drugs available in the United States. RxNorm includes generic and branded:

- Clinical drugs – pharmaceutical products given to (or taken by) a patient with therapeutic or diagnostic intent
- Drug packs – packs that contain multiple drugs, or drugs designed to be administered in a specified sequence

Radiopharmaceuticals, contrast media, food, dietary supplements, and medical devices, such as bandages and crutches, are all out of scope for RxNorm (<http://www.nlm.nih.gov/research/umls/rxnorm/overview.html#>).

Division of Medication Errors Prevention and Analysis proprietary name consultation requests

This is a list of proposed and pending names that is generated by the Division of Medication Error Prevention and Analysis from the Access database/tracking system.

3. *Electronic Drug Registration and Listing System (eDRLS) database*

The electronic Drug Registration and Listing System (eDRLS) was established to support the FDA's Center for Drug Evaluation and Research (CDER) goal to establish a common Structured Product Labeling (SPL) repository for all facilities that manufacture regulated drugs. The system is a reliable, up-to-date inventory of FDA-regulated, drugs and establishments that produce drugs and their associated information.

APPENDICES

Appendix A

FDA's Proprietary Name Risk Assessment evaluates proposed proprietary names for misbranding and safety concerns.

1. **Misbranding Assessment:** For prescription drug products, OPDP assesses the name for misbranding concerns. For over-the-counter (OTC) drug products, the misbranding assessment of the proposed name is conducted by DNDP. OPDP or DNDP evaluates proposed proprietary names to determine if the name is false or misleading, such as by making misrepresentations with respect to safety or efficacy. For example, a fanciful proprietary name may misbrand a product by suggesting that it has some unique effectiveness or composition when it does not (21 CFR 201.10(c)(3)). OPDP or DNDP provides their opinion to DMEPA for consideration in the overall acceptability of the proposed proprietary name.
2. **Safety Assessment:** The safety assessment is conducted by DMEPA, and includes the following:
 - a. Preliminary Assessment: We consider inclusion of USAN stems or other characteristics that when incorporated into a proprietary name may cause or contribute to medication errors (i.e., dosing interval, dosage form/route of administration, medical or product name abbreviations, names that include or suggest the composition of the drug product, etc.) See prescreening checklist below in Table 2*. DMEPA defines a medication error as any preventable event that may cause or lead to inappropriate medication use or patient harm while the medication is in the control of the health care professional, patient, or consumer.^g

^g National Coordinating Council for Medication Error Reporting and Prevention.
<http://www.nccmerp.org/aboutMedErrors.html>. Last accessed 10/11/2007.

***Table 2- Prescreening Checklist for Proposed Proprietary Name**

	Answer the questions in the checklist below. Affirmative answers to any of these questions indicate a potential area of concern that should be carefully evaluated as described in this guidance.
Y/N	Is the proposed name obviously similar in spelling and pronunciation to other names?
	Proprietary names should not be similar in spelling or pronunciation to proprietary names, established names, or ingredients of other products.
Y/N	Are there inert or inactive ingredients referenced in the proprietary name?
	Proprietary names should not incorporate any reference to an inert or inactive ingredient in a way that might create an impression that the ingredient's value is greater than its true functional role in the formulation (21 CFR 201.10(c)(4)).
Y/N	Does the proprietary name include combinations of active ingredients?
	Proprietary names of fixed combination drug products should not include or suggest the name of one or more, but not all, of its active ingredients (see 21 CFR 201.6(b)).
Y/N	Is there a United States Adopted Name (USAN) stem in the proprietary name?
	Proprietary names should not incorporate a USAN stem in the position that USAN designates for the stem.
Y/N	Is this proprietary name used for another product that does not share at least one common active ingredient?
	Drug products that do not contain at least one common active ingredient should not use the same (root) proprietary name.
Y/N	Is this a proprietary name of a discontinued product?
	Proprietary names should not use the proprietary name of a discontinued product if that discontinued drug product does not contain the same active ingredients.

- b. Phonetic and Orthographic Computer Analysis (POCA): Following the preliminary screening of the proposed proprietary name, DMEPA staff evaluates the proposed name against potentially similar names. In order to identify names with potential similarity to the proposed proprietary name, DMEPA enters the proposed proprietary name in POCA and queries the name against the following drug reference databases, Drugs@fda, CernerRxNorm, and names in the review pipeline using a 55% threshold in POCA. DMEPA reviews the combined orthographic and phonetic matches and group the names into one of the following three categories:
- Highly similar pair: combined match percentage score $\geq 70\%$.
 - Moderately similar pair: combined match percentage score $\geq 55\%$ to $\leq 69\%$.
 - Low similarity: combined match percentage score $\leq 54\%$.

Using the criteria outlined in the check list (Table 3-5) that corresponds to each of the three categories (highly similar pair, moderately similar pair, and low similarity), DMEPA evaluates the name pairs to determine the acceptability or non-acceptability of a proposed proprietary name. The intent of these checklists is to increase the transparency and predictability of the safety determination of whether a proposed name is vulnerable to confusion from a look-alike or sound-alike perspective. Each bullet below corresponds to the name similarity category cross-references the respective table that addresses criteria that DMEPA uses to determine whether a name presents a safety concern from a look-alike or sound-alike perspective.

- For highly similar names, differences in product characteristics often cannot mitigate the risk of a medication error, including product differences such as strength and dose. Thus, proposed proprietary names that have a combined score of ≥ 70 percent are at risk for a look-alike sound-alike confusion which is an area of concern (See Table 3).
- Moderately similar names are further evaluated to identify the presence of attributes that are known to cause name confusion.
 - Name attributes: We note that the beginning of the drug name plays a significant role in contributing to confusion. Additionally, drug name pairs that start with the same first letter and contain a shared letter string of at least 3 letters in both names are major contributing factor in the confusion of drug names^h. We evaluate all moderately similar names retrieved from POCA to identify the above attributes. These names are further evaluated to identify overlapping or similar strengths or doses.
 - Product attributes: Moderately similar names of products that have overlapping or similar strengths or doses represent an area for concern for FDA. The dose and strength information is often located in close proximity to the drug name itself on prescriptions and medication orders, and the information can be an important factor that either increases or decreases the potential for confusion between similarly named drug pairs. The ability of other product characteristics to mitigate confusion (e.g.,

^h Shah, M, Merchant, L, Characteristics That May Help in the Identification of Potentially Confusing Proprietary Drug Names. Therapeutic Innovation & Regulatory Science, September 2016

route, frequency, dosage form) may be limited when the strength or dose overlaps. DMEPA reviews such names further, to determine whether sufficient differences exist to prevent confusion. (See Table 4).

- Names with low similarity that have no overlap or similarity in strength and dose are generally acceptable (See Table 5) unless there are data to suggest that the name might be vulnerable to confusion (e.g., prescription simulation study suggests that the name is likely to be misinterpreted as a marketed product). In these instances, we would reassign a low similarity name to the moderate similarity category and review according to the moderately similar name pair checklist.
- c. FDA Prescription Simulation Studies: DMEPA staff also conducts a prescription simulation studies using FDA health care professionals.

Three separate studies are conducted within the Centers of the FDA for the proposed proprietary name to determine the degree of confusion of the proposed proprietary name with marketed U.S. drug names (proprietary and established) due to similarity in visual appearance with handwritten prescriptions or verbal pronunciation of the drug name. The studies employ healthcare professionals (pharmacists, physicians, and nurses), and attempts to simulate the prescription ordering process. The primary Safety Evaluator uses the results to identify orthographic or phonetic vulnerability of the proposed name to be misinterpreted by healthcare practitioners.

In order to evaluate the potential for misinterpretation of the proposed proprietary name in handwriting and verbal communication of the name, inpatient medication orders and/or outpatient prescriptions are written, each consisting of a combination of marketed and unapproved drug products, including the proposed name. These orders are optically scanned and one prescription is delivered to a random sample of participating health professionals via e-mail. In addition, a verbal prescription is recorded on voice mail. The voice mail messages are then sent to a random sample of the participating health professionals for their interpretations and review. After receiving either the written or verbal prescription orders, the participants record their interpretations of the orders which are recorded electronically.

- d. Comments from Other Review Disciplines: DMEPA requests the Office of New Drugs (OND) and/or Office of Generic Drugs (OGD), ONDQA or OBP for their comments or concerns with the proposed proprietary name, ask for any clinical issues that may impact the DMEPA review during the initial phase of the name review. Additionally, when applicable, at the same time DMEPA requests concurrence/non-concurrence with OPDP's decision on the name. The primary Safety Evaluator addresses any comments or concerns in the safety evaluator's assessment.

The OND/OGD Regulatory Division is contacted a second time following our analysis of the proposed proprietary name. At this point, DMEPA conveys their decision to accept or reject the name. The OND or OGD Regulatory Division is requested to provide any further information that might inform DMEPA's final decision on the proposed name.

Additionally, other review disciplines opinions such as ONDQA or OBP may be considered depending on the proposed proprietary name.

When provided, DMEPA considers external proprietary name studies conducted by or for the Applicant/Sponsor and incorporates the findings of these studies into the overall risk assessment.

The DMEPA primary reviewer assigned to evaluate the proposed proprietary name is responsible for considering the collective findings, and provides an overall risk assessment of the proposed proprietary name.

Table 3. Highly Similar Name Pair Checklist (i.e., combined Orthographic and Phonetic score is $\geq 70\%$).

Answer the questions in the checklist below. Affirmative answers to some of these questions suggest that the pattern of orthographic or phonetic differences in the names may render the names less likely to confusion, provided that the pair does not share a common strength or dose.			
<u>Orthographic Checklist</u>		<u>Phonetic Checklist</u>	
Y/N	Do the names begin with different first letters? <i>Note that even when names begin with different first letters, certain letters may be confused with each other when scripted.</i>	Y/N	Do the names have different number of syllables?
Y/N	Are the lengths of the names dissimilar* when scripted? <i>*FDA considers the length of names different if the names differ by two or more letters.</i>	Y/N	Do the names have different syllabic stresses?
Y/N	Considering variations in scripting of some letters (such as z and f), is there a different number or placement of upstroke/downstroke letters present in the names?	Y/N	Do the syllables have different phonologic processes, such as vowel reduction, assimilation, or deletion?

Y/N	Is there different number or placement of cross-stroke or dotted letters present in the names?	Y/N	Across a range of dialects, are the names consistently pronounced differently?
Y/N	Do the infixes of the name appear dissimilar when scripted?		
Y/N	Do the suffixes of the names appear dissimilar when scripted?		

Table 4: Moderately Similar Name Pair Checklist (i.e., combined score is $\geq 55\%$ to $\leq 69\%$).

Step 1	Review the DOSAGE AND ADMINISTRATION and HOW SUPPLIED/STORAGE AND HANDLING sections of the prescribing information (or for OTC drugs refer to the Drug Facts label) to determine if strengths and doses of the name pair overlap or are very similar. Different strengths and doses for products whose names are moderately similar may decrease the risk of confusion between the moderately similar name pairs. Name pairs that have overlapping or similar strengths or doses have a higher potential for confusion and should be evaluated further (see Step 2). Because the strength or dose could be used to express an order or prescription for a particular drug product, overlap in one or both of these components would be reason for further evaluation. For single strength products, also consider circumstances where the strength may not be expressed. For any i.e. drug products comprised of more than one active ingredient, consider whether the strength or dose may be expressed using only one of the components. To determine whether the strengths or doses are similar to your proposed product, consider the following list of factors that may increase confusion: • Alternative expressions of dose: 5 mL may be listed in the prescribing information, but the dose may be expressed in metric weight (e.g., 500 mg) or in non-metric units (e.g., 1 tsp, 1 tablet/capsule). Similarly, a strength or dose of 1000 mg may be expressed, in practice, as 1 g, or vice versa. • Trailing or deleting zeros: 10 mg is similar in appearance to 100 mg which may potentiate confusion between a name pair with moderate similarity. • Similar sounding doses: 15 mg is similar in sound to 50 mg
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Step 2	Answer the questions in the checklist below. Affirmative answers to some of these questions suggest that the pattern of orthographic or phonetic differences in the names may reduce the likelihood of confusion for moderately similar names with overlapping or similar strengths or doses.		
	<table> <tr> <td data-bbox="300 367 885 1281"> Orthographic Checklist (Y/N to each question) - Do the names begin with different first letters? Note that even when names begin with different first letters, certain letters may be confused with each other when scripted. - Are the lengths of the names dissimilar* when scripted? *FDA considers the length of names different if the names differ by two or more letters. - Considering variations in scripting of some letters (such as <i>z</i> and <i>f</i>), is there a different number or placement of upstroke/downstroke letters present in the names? - Is there different number or placement of cross-stroke or dotted letters present in the names? - Do the infixes of the name appear dissimilar when scripted? - Do the suffixes of the names appear dissimilar when scripted? </td><td data-bbox="885 367 1360 1281"> Phonetic Checklist (Y/N to each question) - Do the names have different number of syllables? - Do the names have different syllabic stresses? - Do the syllables have different phonologic processes, such vowel reduction, assimilation, or deletion? - Across a range of dialects, are the names consistently pronounced differently? </td></tr> </table>	Orthographic Checklist (Y/N to each question) - Do the names begin with different first letters? Note that even when names begin with different first letters, certain letters may be confused with each other when scripted. - Are the lengths of the names dissimilar* when scripted? *FDA considers the length of names different if the names differ by two or more letters. - Considering variations in scripting of some letters (such as <i>z</i> and <i>f</i>), is there a different number or placement of upstroke/downstroke letters present in the names? - Is there different number or placement of cross-stroke or dotted letters present in the names? - Do the infixes of the name appear dissimilar when scripted? - Do the suffixes of the names appear dissimilar when scripted?	Phonetic Checklist (Y/N to each question) - Do the names have different number of syllables? - Do the names have different syllabic stresses? - Do the syllables have different phonologic processes, such vowel reduction, assimilation, or deletion? - Across a range of dialects, are the names consistently pronounced differently?
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Table 5: Low Similarity Name Pair Checklist (i.e., combined score is $\leq 54\%$).

Names with low similarity are generally acceptable unless there are data to suggest that the name might be vulnerable to confusion (e.g., prescription simulation study suggests that the name is likely to be misinterpreted as a marketed product). In these instances, we would reassign a low similarity name to the moderate similarity category and review according to the moderately similar name pair checklist.

Appendix B: Prescription Simulation Samples and Results

Figure 1. Imvexxy Study (Conducted on December 15, 2017)

Handwritten Medication Order/Prescription	Verbal Prescription
Medication Order: <i>Imvexxy 4mcg vaginally daily x 14 days</i>	“Imvexxy 10 mcg Use one insert vaginally twice weekly. Dispense one pack.”
Outpatient Prescription: <i>Imvexxy 10mcg - use 1 insert vaginally twice weekly Disp. 1 pack</i>	

FDA Prescription Simulation Responses (Aggregate 1 Rx Studies Report)

Study Name: Imvexxy 294 People Received Study 88 People Responded				
Total	31	30	27	
INTERPRETATION	OUTPATIENT	VOICE	INPATIENT	TOTAL
AMBEXXIJ	0	0	1	1
AMREXXY	0	0	1	1
AMVEXXIF	0	0	1	1
AMVEXXIQ	0	0	2	2
AMVEXXIY	0	0	3	3
AMVEXXY	0	0	5	5
ANVEXXY	0	0	1	1
DNVEXXIG	0	0	1	1
EMVEXE	0	1	0	1
EMVEXI	0	6	0	6

EMVEXY	0	3	0	3
ENVEXI	0	1	0	1
IMVEXI	0	8	0	8
IMVEXXIY	0	0	1	1
IMVEXXY	28	0	3	31
IMVEXY	2	2	0	4
INVECTISE	0	1	0	1
INVEXI	0	6	0	6
INVEXXY	1	0	0	1
INVEXY	0	2	0	2
PMVEXXY	0	0	1	1
SMUEXXY	0	0	2	2
SMVEXXY	0	0	2	2
SOMVERIXEY	0	0	1	1

Appendix C: Highly Similar Names (e.g., combined POCA score is $\geq 70\%$)

No.	Proposed name: Imvexxy Established name: estradiol Dosage form: vaginal insert Strength(s): 4 mcg, 10 mcg Usual Dose: Insert one insert intravaginally once daily for 14 days, then twice weekly thereafter for maintenance (for example, Monday and Thursday).	POCA Score (%)	Orthographic and/or phonetic differences in the names sufficient to prevent confusion Other prevention of failure mode expected to minimize the risk of confusion between these two names.
1.	Imvexxy	100	Subject of this review.
2.	(b) (4)	70	Previously proposed proprietary name for the product under review, NDA 208564. (b) (4) was found to be unacceptable due to orthographic similarities and shared product characteristics with the proposed proprietary name, Bevyxxa***.

Appendix D: Moderately Similar Names (e.g., combined POCA score is $\geq 55\%$ to $\leq 69\%$) with no overlap or numerical similarity in Strength and/or Dose

No.	Name	POCA Score (%)
1.	Sivextro	56

Appendix E: Moderately Similar Names (e.g., combined POCA score is $\geq 55\%$ to $\leq 69\%$) with overlap or numerical similarity in Strength and/or Dose

No.	Proposed name: Imvexxy Established name: estradiol Dosage form: vaginal insert Strength(s): 4 mcg, 10 mcg Usual Dose: Insert one insert intravaginally once daily for 14 days, then twice weekly thereafter for maintenance (for example, Monday and Thursday).	POCA Score (%)	Prevention of Failure Mode In the conditions outlined below, the following combination of factors, are expected to minimize the risk of confusion between these two names
1.	Bevyxxa	66	This name pair has sufficient orthographic and phonetic differences.

No.	Proposed name: Imvexxy Established name: estradiol Dosage form: vaginal insert Strength(s): 4 mcg, 10 mcg Usual Dose: Insert one insert intravaginally once daily for 14 days, then twice weekly thereafter for maintenance (for example, Monday and Thursday).	POCA Score (%)	Prevention of Failure Mode In the conditions outlined below, the following combination of factors, are expected to minimize the risk of confusion between these two names
2.	Andexxa***	64	This name pair has sufficient orthographic and phonetic differences. Orthographically, the infixes of this name pair (-vex- versus -dex-) and suffixes of this name pair (-xy versus -xa) are sufficiently different. Imvexxy does not have any upstroke letters in the infix, whereas Andexxa*** has an upstroke letter ‘d’ in the infix. In addition, Imvexxy has a downstroke letter ‘y’ in the suffix whereas, Andexxa*** does not have any downstroke letters. Phonetically, the first syllable “im” and third syllable “ee” in Imvexxy sound different from the first syllable “An” and third syllable “ah” in Andexxa***.
3.	Pemfexy***	60	This name pair has sufficient orthographic and phonetic differences. Orthographically, the infixes of this name pair (-vex- versus -fe-) are sufficiently different. Imvexxy does not have any upstroke letters in the infix whereas Pemfexy*** has an upstroke letter ‘f’ in the infix. Phonetically, the first syllable “im” in Imvexxy sounds different from the first syllable “Pem” in Pemfexy***. There is no direct overlap in strength or dose. Additionally, there are no overlaps in dosage form (vaginal insert versus injection), route of administration (intravaginal versus injection), or frequency of administration (once daily for 14 days, then twice weekly thereafter for maintenance versus day 1 of each 21-day cycle [10-minute infusion]).
4.	Ami-Tex Pse	58	This name pair has sufficient orthographic and phonetic differences.

No.	Proposed name: Imvexxy Established name: estradiol Dosage form: vaginal insert Strength(s): 4 mcg, 10 mcg Usual Dose: Insert one insert intravaginally once daily for 14 days, then twice weekly thereafter for maintenance (for example, Monday and Thursday).	POCA Score (%)	Prevention of Failure Mode In the conditions outlined below, the following combination of factors, are expected to minimize the risk of confusion between these two names
5.	Entex Pse	58	This name pair has sufficient orthographic and phonetic differences.
6.	Imitrex	58	This name pair has sufficient orthographic and phonetic differences.
7.	Imovax	57	This name pair has sufficient orthographic and phonetic differences.
8.	Euflexxa	56	This name pair has sufficient orthographic and phonetic differences.

Appendix F: Low Similarity Names (e.g., combined POCA score is $\leq 54\%$)

No.	Name	POCA Score (%)
1.	BROVEX CT	54
2.	DIOVAL XX	54
3.	IOTEX PSE	54
4.	BEXXAR	53
5.	MIMVEY	53
6.	FENEX-PSE	52
7.	ENTEX T	47
8.	IMOVAX RABIES	46
9.	INVANZ	33

Appendix G: Names not likely to be confused or not used in usual practice settings for the reasons described.

No.	Name	POCA Score (%)	Failure preventions
1.	Imrex	58	Name identified in RxNorm database. Unable to find product characteristics in commonly used drug databases.
2.	B-vex Pd	56	Name identified in RxNorm database. Brand deactivated with no generic equivalent available.

No.	Name	POCA Score (%)	Failure preventions
3.	(b) (4)	56	(b) (4)
4.	Visvex Hc	56	Name identified in RxNorm database. Unable to find product characteristics in commonly used drug databases.
5.	Synovex C	55	Veterinary product.
6.	(b) (4)	42	(b) (4)

Appendix H: Names not likely to be confused due to absence of attributes that are known to cause name confusionⁱ.

No.	Name	POCA Score (%)
1.	Mintex Pse	58
2.	Vioxx	58
3.	(b) (4) ***	57
4.	Dermaxx	56
5.	Metvixia	56
6.	Nimbex	56
7.	Mintex Pd	55

Appendix I: Names identified in the eDRLS database not likely to be confused due to notable spelling, orthographic and phonetic differences.

No.	Name
1.	N/A

ⁱ Shah, M, Merchant, L, Chan, I, and Taylor, K. Characteristics That May Help in the Identification of Potentially Confusing Proprietary Drug Names. Therapeutic Innovation & Regulatory Science, September 2016

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/s/

BRIANA B RIDER
02/26/2018

LOLITA G WHITE
02/26/2018

PROPRIETARY NAME REVIEW

Division of Medication Error Prevention and Analysis (DMEPA)
Office of Medication Error Prevention and Risk Management (OMEPRM)
Office of Surveillance and Epidemiology (OSE)
Center for Drug Evaluation and Research (CDER)

***** This document contains proprietary information that cannot be released to the public*****

Date of This Review:	February 16, 2017
Application Type and Number:	NDA 208564
Product Name and Strength:	(b) (4) (estradiol) vaginal insert 4 mcg, 10 mcg, and (b) (4)
Product Type:	Single Ingredient Product
Rx or OTC:	Rx
Applicant/Sponsor Name:	Therapeutics MD
Panorama #:	2017-12984893
DMEPA Primary Reviewer:	Briana Rider, PharmD
DMEPA Team Leader:	Lolita White, PharmD
DMEPA Deputy Director (Acting):	Danielle Harris, PharmD, BCPS
DMEPA Director:	Todd Bridges, RPh

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