

DATA SHEET

RED BOOK for pharmaceutical industry teams

Global drug pricing and competitive landscape intelligence for
launch, market access, and commercial strategies

Accurate, current drug pricing and product information is essential for pharmaceutical teams planning product launches, shaping pricing and contracting strategy, monitoring competitors, and supporting market access decisions, as well as verifying compendia status and ensuring that a drug's data is published in a correct and timely manner.

Micromedex RED BOOK® helps teams analyze products reviewed/approved by the U.S. Food and Drug Administration (FDA), including prescription drugs, over-the-counter medications, biologics, and bulk chemicals.

Why top global pharma companies use Micromedex

- **Trusted across the healthcare ecosystem:** Support clinical, medical, and commercial decisions with evidence-based drug content. Eight of the global top 10 pharmaceutical companies and the three largest health insurers are RED BOOK customers.
- **Launch planning and market access strategy:** Evaluate pricing benchmarks, product attributes, and competitive alternatives to inform launch readiness and payer engagement.
- **Pricing and contracting intelligence:** Support pricing strategy, reimbursement analysis, contracting discussions, and channel planning with trusted current and historical drug pricing data.
- **Competitive monitoring and portfolio evaluation:** Track competitor products, pricing movements, product availability, and market dynamics to support portfolio strategy and commercial decision-making.
- **Business intelligence and analytics:** Enrich analytics platforms, market models, forecasting, and reporting with structured drug data, product attributes, and pricing intelligence.
- **Cross-functional alignment:** Give market access, pricing, commercial analytics, portfolio strategy, marketing, and competitive intelligence teams a consistent source of drug pricing and product truth.

TRUSTED ACROSS THE HEALTHCARE ECOSYSTEM

- 8 out of 10 top global pharma companies
- The 3 largest US health insurers
- Top 6 pharmacy benefit managers
- Providers worldwide



Key features

- **Current and historic drug pricing information:** View current drug pricing information, including average wholesale price (AWP), wholesale acquisition cost (WAC), federal upper limit (FUL), national average drug acquisition cost (NADAC), direct price (DP), suggested retail price (SRP), and extensive average wholesale price (AWP) history.
- **Drug product details:** Access product attributes including brand name, generic name, dosage form, strength, route of administration, package size, manufacturer details, National Drug Codes (NDCs), health-related item (HRI) codes, and Universal Product Codes (UPCs).
- **Daily content updates*:** Keep pace with new products and pricing changes, including FDA-approved drug products available for manufacture and distribution.
- **Easy search functionality:** Search efficiently by product name, active ingredient, NDC, health-related item (HRI), Universal Product Code (UPC), or manufacturer name.
- **Targeted results filtering:** Retrieve active or deactivated products to support product verification, lifecycle monitoring, and market analysis.
- **Custom lists and exports:** Track drug pricing changes, compare products with the same active ingredient, route, strength, and form, and export data for reporting and analysis.

*excludes weekends and holidays

Delivery options

- **Online access:** RED BOOK Online provides easy lookup and access to drug pricing and product information.
- **System integration:** RED BOOK can be integrated directly into the workflows and systems that support formulary, reimbursement, billing, compliance and market access decisions via flat files, API delivery and - coming soon - MCP (Model Context Protocol) access. Separate files containing HCPCS codes with high, low, and median pricing for each code are available, along with a separate file containing historical pricing data.

Price change

Orange Book code

Form, strength & route

Package size

WAC, AWP package, AWP unit, NADAC, MFP package, MFP unit pricing details

Details	Price Chg	New Pkg	Product Name	Active Ingredient	Manufacturer/ Distributor	Rpkg	Generic	Orange Book Code	Code Type	Identifier	Form	Strength	Route	Pkg Size	Unit Dose	WAC Pkg Price	AWP Pkg Price	AWP Unit Price	NADAC Unit Price	MFP Pkg Price	MFP Unit Price
☐			DIGOXIN	digoxin	A-S MEDICATION SOLUTIONS LLC	Y	Y	EE	NDC	50090-7865-01	TAB	0.25 mg	ORAL	100s ea	N	--	230.00	2.30	--	--	--
☐			DIGOXIN	digoxin	A-S MEDICATION SOLUTIONS LLC	Y	Y	EE	NDC	50090-6588-01	TAB	0.25 mg	ORAL	100s ea	N	--	207.78	2.08	--	--	--
☐			DIGOXIN	digoxin	A-S MEDICATION SOLUTIONS LLC	Y	Y	EE	NDC	50090-0432-01	TAB	0.125 mg	ORAL	100s ea	N	--	230.00	2.30	--	--	--
☐			DIGOXIN	digoxin	A-S MEDICATION SOLUTIONS LLC	Y	Y	--	NDC	50090-6708-01	TAB	0.125 mg	ORAL	100s ea	N	--	230.00	2.30	--	--	--
☐			DIGOXIN	digoxin	AMERICAN HEALTH PACKAGING	Y	Y	--	NDC	60687-0858-11	TAB	0.125 mg	ORAL	ea	Y	--	--	--	0.12	--	--
☐			DIGOXIN	digoxin	AMERICAN HEALTH PACKAGING	Y	Y	--	NDC	60687-0858-01	TAB	0.125 mg	ORAL	100s ea	Y	121.50	145.80	1.46	0.12	--	--
☐			DIGOXIN	digoxin	AMERICAN HEALTH PACKAGING	Y	Y	--	NDC	60687-0869-11	TAB	0.25 mg	ORAL	ea	Y	--	--	--	0.16	--	--
☐			DIGOXIN	digoxin	AMERICAN HEALTH PACKAGING	Y	Y	--	NDC	60687-0869-01	TAB	0.25 mg	ORAL	100s ea	Y	136.50	163.80	1.64	0.16	--	--
☐			DIGOXIN	digoxin	AMNEAL PHARMACEUTICALS INC	N	Y	AB	NDC	69238-1991-07	TAB	0.125 mg	ORAL	1000s ea	N	300.00	1900.80	1.90	0.12	--	--
☐			DIGOXIN	digoxin	AMNEAL PHARMACEUTICALS INC	N	Y	AB	NDC	69238-1991-01	TAB	0.125 mg	ORAL	100s ea	N	30.00	230.00	2.30	0.12	--	--
☐			DIGOXIN	digoxin	AMNEAL PHARMACEUTICALS INC	N	Y	AB	NDC	69238-1992-01	TAB	0.25 mg	ORAL	100s ea	N	30.00	230.00	2.30	0.16	--	--
☐			DIGOXIN	digoxin	AMNEAL PHARMACEUTICALS INC	N	Y	AB	NDC	69238-1992-07	TAB	0.25 mg	ORAL	1000s ea	N	300.00	1900.80	1.90	0.16	--	--
☐			DIGOXIN	digoxin	ATLANTIC BIOLOGICALS CORP	Y	Y	--	NDC	17856-0057-01	SOL	0.05 mg/1 ml	ORAL	2.5 ml 72s	Y	--	1250.00	6.94	--	--	--
☐			DIGOXIN	digoxin	ATLANTIC BIOLOGICALS CORP	Y	Y	--	NDC	17856-0057-03	SOL	0.05 mg/1 ml	ORAL	5 ml 72s	Y	329.00	395.00	1.10	--	--	--
☐			DIGOXIN	digoxin	AUROBINDO PHARMA USA, INC	N	Y	AB	NDC	59651-0437-99	TAB	0.125 mg	ORAL	1000s ea	N	296.25	1900.80	1.90	0.12	--	--
☐			DIGOXIN	digoxin	AUROBINDO PHARMA USA, INC	N	Y	AB	NDC	59651-0437-01	TAB	0.125 mg	ORAL	100s ea	N	29.63	230.00	2.30	0.12	--	--
☐			DIGOXIN	digoxin	AUROBINDO PHARMA USA, INC	N	Y	AB	NDC	59651-0438-01	TAB	0.25 mg	ORAL	100s ea	N	29.63	230.00	2.30	0.16	--	--

About Micromedex

Micromedex by Merative delivers award-winning clinical decision support to professionals across the healthcare ecosystem. Named 2026 Best in KLAS point-of-care drug reference, Micromedex is the market leader and now includes AI-powered search to accelerate workflows. The drug, toxicology and patient education content is trusted for its expert curation and ease of use, supporting informed, evidence-based decisions globally.

Learn more at merative.com/micromedex

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Produced in the United States of America
July 2026

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MDX-00000074 Rev 1.0

