A Model for Considering Potential Savings from Substituting St. John's Wort for Prozac and Zoloft

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			Source
Sales of Prozac in 2001		$2.4 billion	fortune.com/fortune/subs/article/0,15114,371450,00.html
Sales of Zoloft in 1999		$2.0 billion	ftc.gov/os/2000/06/pfizeranalyisis.htm
Total Annual Sales of SSRI/SSNI in US		$7,000,000,000	ftc.gov/os/2000/06/pfizeranalyisis.htm
% of population with chronic mild depression		10900000	nimh.nih.gov/publicat/numbers.cfm

Product	Usual Adult Dose		Cost for 90 days w/shipping	Source	cost per dose	Annual Cost	cost per day	savings per dose	annual savings/pt
Prozac/Fluoxetine	20 mg day	brand	$407.00	PillJunction	$4.52	$1,650.61	$4.52	$4.18	$1,525.78
		generic	$343.00	ValuePrescribe	$3.81	$1,391.06	$3.81	$3.47	$1,266.23
Zoloft	50 mg day		$299.00	Prescriptions on line	$3.32	$1,212.61	$3.32	$2.98	$1,087.78
				Average		**$1,418.09**			**$1,293.26**
St. John's Wort	**300 mg tid**		**$28.50**	**HBC Protocols**	**$0.11**	**$124.83**	**$0.34**		

Potential Cost Savings Model		Avg annual saving per patient	Estimated #of patients using Zoloft/Prozac*	Potential Projected Annual Saving for US
		$1,293.26	4936208	**$6,383,813,155**

* Calculated by dividing the average cost of prozac/zoloft by total annual sales