What is claimed is:

1. Use of a film product in the manufacture of a medicament for treatment of thrombosis in a human subject in need thereof,

wherein the film product is an immediate release oral water-soluble film, the film comprising: (i) apixaban or a pharmaceutically acceptable salt thereof; and (ii) a water-soluble polymer comprising a hydrophilic cellulosic polymer wherein the water-soluble polymer comprises 10-50% by weight of a hydrophilic cellulosic polymer selected from the group consisting of hydroxypropylmethyl cellulose (HPMC), hydroxyethyl cellulose (HEC), hydroxypropylcellulose (HPC) and carboxymethyl cellulose (CMC) polymer, wherein:

(i) the immediate release oral water-soluble film exhibits an initial rate-controlled release profile according to which less than 77 wt % of apixaban or a pharmaceutically acceptable salt thereof dissolves within 30 minutes in a pH 6.8 phosphate buffer containing 0.05% sodium lauryl sulfate,

(ii) the film comprises 1% to 10% of water content, and

(iii) the disintegration time of the film is less than 5 minutes.

2. The use of claim 1 wherein about 0.5 mg to about 20 mg of apixaban is to be delivered from the film product to the human subject.

3. The use of claim 1 wherein 10-60 wt.% of apixaban or a pharmaceutically acceptable salt thereof dissolves within 30 minutes in a pH 6.8 phosphate buffer containing 0.05% sodium lauryl sulfate.

4. The use of claim 1, wherein the film comprises 3% to 8% of water content.

5. The use of claim 1, wherein the disintegration time of the film is less than 2 minutes.

6. The use of claim 1, wherein the hydrophilic cellulosic polymer is present at about 25-40% by weight.

7. The use of claim 1, wherein the film further comprises polyethylene oxide at a concentration of no more than 5% by weight.

8. The use of claim 1, wherein the film further comprises one or more of polyethylene glycol (PEG), maltose, starch, glycerin, or water soluble resins.

9. The use of claim 1, wherein the film further comprises or more of a sweetener, flavor, or anticoagulant.

10. The use of claim 1, wherein the film further comprises a polymer selected from the group consisting of polymethacrylate and polyacrylic acid.

5