



## Psoriasis

### OVERVIEW

The market for Psoriasis (PsO) therapies is predicted to grow by nearly 66% by 2023, when it will be worth \$3.7 billion, due to the continued uptake of the premium-priced biologics and novel therapies expected to launch over the period. This growth will be driven by a growing treatment population and the continued uptake of biologics and advanced therapies. With the approval of Taltz on March 16, it's going to be critical to have a real time and independent view of the impact on the market dynamics.

**The strategic focus of RealTime Dynamix™ Psoriasis** is to provide a robust and independent view of the market changes to patterns of use and the changes in perceptions around new and inline products.

### SAMPLE & METHODOLOGY

Each Quarter, ~100 US dermatologists provide their responses to an online survey. Respondents may only participate in one survey per quarter. Respondents are recruited from the Spherix Network, a proprietary group of clinical dermatologists meeting our strict screening criteria. Our relationship with this network leads to more engaged respondents resulting in higher quality output. Additionally, this gives us the opportunity to easily revisit physicians in order to uncover even more insight on strategically important findings.

### KEY QUESTIONS ANSWERED

- Otezla is gaining pre-biologic patients but how many patients stay on beyond six months?
- Where will Taltz penetrate the market and who will be the share losers?
- How has Cosentyx changed the market in the past 12 months?
- What is the awareness of the pipeline agents in phase III and which of them, if any, are eagerly awaited and may disrupt the current treatment approach?

### Products Profiled:

*Cosentyx (Novartis), Enbrel (Amgen), Remicade (Janssen), Humira (Abbvie), Stelara (Janssen), Otezla (Celgene), Simponi (Janssen), Cimzia (UCB), Taltz (Lilly), Orencia (BMS), Guselkumab (Janssen), BI 655066 (BI/Abbvie), Tildrakizumab (Merck)*

### Key Dates:

**May / July / Sept / Dec**  
Deadline for client comment:  
Monday April 15<sup>th</sup>  
Research in field: May 1  
Publication: May 31

### Deliverables:

- PowerPoint report
- Frequency Tables & Summary Statistics
- Transcriptions of qualitative interviews
- On-site presentation

### Related Reports:

RealWorld Dynamix - Psoriasis 2016

RealTime Dynamix – PsA and Rheumatology 2016 (Monthly)

Market Dynamix Scleroderma - July 2016