



Ulcerative Colitis & Crohn's Disease: New Biologics

OVERVIEW

Ulcerative Colitis (UC) and Crohn's disease (CD) are common inflammatory bowel diseases, currently affecting the lives of 1.4 million Americans. The introduction of biologics has changed the face of treatment for moderate to severe patients, and **biologic switching in both UC and CD over the past 12 months is predictive of future market shape and brand shares.**

The study blends physician survey data with patient record data to understand how the new products are being used by physicians and for which patient types. RealWorld Dynamix also captures physician's perspectives about new agents in development and the impact they will have on the current treatment paradigm.

SAMPLE & METHODOLOGY

This report is based on an online survey of 211 practicing gastroenterologists in the US combined with a retrospective analysis of 1032 patient records. Each physician completes an in-depth medical history of their last five patients who met inclusion criteria (patients recently switched from one biologic agent to a different biologic agent). The patient pathway is retrieved back to the first referral with a more intensive analysis of the past twelve months. In addition to patient demographics and treatment history, clinical value drivers (e.g. number of relapses, changes in CDAI scores, PGA) are included to provide insight.

KEY QUESTIONS ANSWERED

- Is the approach of sequencing two anti-TNFs before an IL-inhibitor changing as familiarity with newer agents grows?
- Where do physicians project using Stelara?
- What future market shares for current brands are predicted by the switch segment dynamic?
- Which patients are the source of business for Entyvio?
- Where will oral Xeljanz initially be used?

Products Profiled:

Commercial Products*:

AbbVie Humira (adaluminab), Takeda Entyvio (vedolizumab), Janssen Remicade (infliximab), Janssen Simponi (golimumab), UCB Cimzia (certolizumab), Biogen Tysabri (natalizumab)

Pipeline Agents:

Janssen Stelara (ustekinumab), Pfizer Xeljanz (tofacitinib)

**Brand names and trademarks of products approved and indicated for UC and CD*

Key Dates:

Report Publishes April 2016

Deliverables:

- PowerPoint report
- Frequency Tables & Summary Statistics
- Copy of de-identified patient record database
- On-site presentation

Related Reports:

- RealTime Dynamix IBD