



Psoriatic Arthritis

OVERVIEW

The US market for Psoriatic Arthritis (PsA) is becoming highly dynamic with the recent entrance of Celgene's Otezla and Novartis's Cosentyx and alternative MOA agents such as Eli Lilly's Taltz, and AstraZeneca/Valeant's brodalumab in development.

RealTime Dynamix: Psoriatic Arthritis (PsA) provides a detailed and timely look at current trends in the PsA market. The quarterly releases allow for close-quarters monitoring of key performance metrics, focuses on industry contact rates, brand gains and losses for biologic agents and Otezla, key metrics for recently launched products and awareness of products in development. By incorporating these fixed measures with variable content that is refreshed quarterly, RealTime Dynamix enables you to react to changes in the PsA market and capitalize on opportunities for your brand. The rapid field-to-insight turnaround time, highly relevant content and unparalleled knowledge of the PsA market makes this an essential tool for companies competing in the space as well as those with near term plans to enter it.

SAMPLE & METHODOLOGY

Each quarter, ~100 US rheumatologists provide their responses to an online survey. Respondents are recruited from the Spherix Network, a proprietary group of clinical rheumatologists meeting certain 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 who respond in a certain manner.

KEY QUESTIONS ANSWERED

- What are the key barriers for current PsA brands?
- Otezla is gaining pre-biologic patients but how many patients stay on long-term?
- How has the launch of Cosentyx impacted the PsA market and what are the rheumatologists' perceptions of the agent?
- How familiar are rheumatologists with ixekizumab and brodalumab and what are the perceptions of late-stage agents in development?
- How will Inflectra impact the management of PsA?

Products Profiled:

Commercial Products:

AbbVie (Humira), Amgen/Pfizer (Enbrel), Celgene (Otezla), Janssen (Remicade, Simponi, Stelara), Novartis (Cosentyx), UCB Pharma (Cimzia)

Pipeline Agents:

AstraZeneca/Valeant (brodalumab), Eli Lilly (Taltz)

Deliverables:

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

Publication:

- Q1 April 2016
- Q2 July 2016
- Q3 October 2016
- Q4 December 2016

Related 2016 Reports:

RealTime Dynamix : Rheumatoid Arthritis

RealTime Dynamix : Psoriasis

RealWorld Dynamix : Biologic and Otezla Switching in Psoriatic Arthritis

RealWorld Dynamix : Biologic and JAK Switching in Rheumatoid Arthritis

RealWorld Dynamix : Biologic and Otezla Use in Psoriasis