



Crohn's Disease (CD)

OVERVIEW

Crohn's Disease (CD) is a common form of inflammatory bowel diseases, currently affecting the lives of approximately 700,000 Americans. The introduction of biologics has changed the face of treatment for moderate to severe CD patients; however, recent launches, an active pipeline, and the imminent introduction of Biosimilars present an opportunity for major future shifts in the CD landscape.

RealTime Dynamix™: Crohn's Disease provides a close-quarters overview of key performance metrics, focusing on brand gains and losses, industry contact rates, familiarity and adoption rates of recently launched products and awareness of products in development (Stelara, etrolizumab, mongersen etc.). This study allows marketing professionals to keep abreast of and quickly react to market changes by providing critical information that will support their commercial strategies in the IBD space.

SAMPLE & METHODOLOGY

Each quarter, ~100 US gastroenterologists provide their responses to an online survey. Respondents are recruited from the Spherix Network, a proprietary group of clinical gastroenterologists 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

- What is the market share gain rate for Entyvio and who are the winners and losers in the ongoing share battle?
- How are penetration rates for Entyvio in switch and first line patients changing over time?
- How prominent is off-label prescribing in CD?
- What are key barriers across brands?
- How do key CD brands perform on select attributes?
- How is patient preference guiding brand choice in the office?
- What can new entrants learn from the current payer access/barriers for inline brands in order to plan for successful launch?

Products Profiled:

Commercial Products:

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

Pipeline Agents:

Janssen's Stelara (ustekinumab),
Pfizer's Xeljanz (tofacitinib),
Roche's etrolizumab,
Gilead's filgotinib,
Celgene's mongersen,
Celgene's ozanimod,
Pfizer's Inflectra (infliximab biosimilar)

Key Dates:

- Q3 to be published September 2016
- Q4 to be published December 2016

Deliverables:

- PowerPoint report
- Frequency Tables & Summary Statistics
- On-site presentation

Related Reports:

- RealWorld Dynamix™: UC & Crohn's Disease 2016
- RealTime Dynamix™: Ulcerative Colitis 2016