



Psoriasis

OVERVIEW

The Psoriasis market continues to grow, driven by a growing treatment population and the continued uptake of biologics and advanced therapies. In particular, the IL-17 class shows rapid growth, with both Cosentyx (Novartis) and 2016 launched Taltz from Eli Lilly. Tracking the interplay of these two highly regarded treatments will be central to the 2017 report series as well as assessing the impact of potential new market entrants, including Valeant's Siliq (brodalumab), Janssen's guselkumab, Boehringer Ingelheim/AbbVie's risankizumab, Merck/Sun Pharma's tildrakizumab, and UCB's bimekizumab will undoubtedly impact the ever-evolving PsO landscape.

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?
- How will the entrance of Taltz impact overall IL-17 class share vs compete for share with Cosentyx?
- Will dermatologists overcome their struggle to differentiate Taltz from Cosentyx?
- What is the impact of the growing IL-17 class on Stelara and anti-TNF use?
- What is the profile of the growing Taltz patient population?
- 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?
- What uptake will there be of Siliq (brodalumab), in the face of warnings and restrictions in the approved label?

Products Profiled

Cosentyx (Novartis), Enbrel (Amgen), Remicade (Janssen), Humira (Abbvie), Stelara (Janssen), Otezla (Celgene), Simponi (Janssen), Cimzia (UCB), Taltz (Lilly), Orencia (BMS), guselkumab (Janssen), risankizumab (BI/Abbvie), tildrakizumab (Merck/Sun Pharma), bimekizumab (UCB), Siliq (Valeant).

Key Dates

- Q1 Mar 28th (Mar 7th*)
- Q2 Jun 13th (May 19th*)
- Q3 Sep 12th (Aug 18th*)
- Q4 Dec 5th (Nov 13th*)

**Submission deadline for proprietary questions*

Deliverables

- PowerPoint report
- Frequency Tables & Summary Statistics
- On-site presentation
- 2 proprietary questions per wave

Related Reports 2017

- RealWorld Dynamix: Biologic/Otezla use in Psoriasis US
- Fellowship Dynamix: Dermatology US
- RealTime Dynamix: Psoriasis EU (annually)
- RealWorld Dynamix: Biologic/Otezla Switching in Psoriatic Arthritis US
- RealTime Dynamix: Psoriatic Arthritis EU (annually)

Pricing

- \$19,500 single quarterly wave
- \$69,500 annual series of four reports