



Ulcerative Colitis (UC)

OVERVIEW

Ulcerative Colitis (UC) 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 UC patients. However, recent launches, an active pipeline, and the imminent introduction of biosimilars present an opportunity for major future shifts in the UC landscape.

RealTime Dynamix™: Ulcerative Colitis provides a close-quarters analysis 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. This ongoing, independent insights series 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 ongoing trajectory of Entyvio and what products are losing to this new entrant?
- How is the introduction of an alternative MOA in the form of Entyvio changing the practice of sequencing two TNF Inhibitors?
- How prominent is off-label prescribing in UC, with different brands approved for the sister condition, Crohn's Disease?
- What are key barriers across brands?
- How do key UC brands perform on select attributes?
- How is patient preference guiding brand choice in the office?
- To what degree will biosimilar agents off-set the TNF-inhibitors?
- How is the IBD pipeline evolving and which agents are poised to disrupt current market trends?
- 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),
UCB's Cimzia (certolizumab), Biogen's
Tysabri (natalizumab)

Pipeline Agents

Roche's etrolizumab, Gilead's filgotinib,
Celgene's Ozanimod, Pfizer's Inflectra
(infliximab biosimilar) & Xeljanz
(tofacitinib)

Key Dates

- Q1 Mar 9th (Feb 13th*)
- Q2 May 19th (Apr 24th*)
- Q3 Aug 18th (Jul 17th*)
- Q4 Nov 17th (Oct 16th*)

*Submission deadline for proprietary questions

Deliverables

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

Related Reports 2017

- RealTime Dynamix: Crohn's Disease US
- RealWorld Dynamix: Biologic Switching in IBD US

Pricing

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