RealTime Dynamix
Expediting Market Knowledge

Atopic Dermatitis (US)

OVERVIEW

Atopic dermatitis (AD), the most common form of eczema affecting 5 to 20% of the worldwide population, is a chronic inflammatory disease often presenting as a skin rash. Moderate-to-severe AD is characterized by rashes often covering much of the body, and can include intense itching and dryness, crusting, redness, and oozing which can be debilitating. Until now, there have been few options to treat more severe forms of AD, but with the approval of dupilumab, an IL-4 blocker, dermatologists have their first FDA approved biologic option to battle this disease. A host of other biologics and novel small molecules are in the pipeline and, as a result, the treatment paradigm for AD is expected to undergo a monumental shift over the next two to three years.

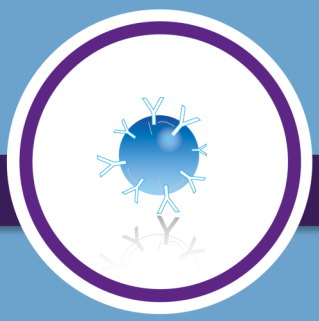
The ***RealTime Dynamix™: Atopic Dermatitis (US)*** report series provides a detailed and timely look at current and future trends in the AD market, and the effects of the future shifting landscape. The quarterly releases allow for close monitoring and trending of key performance metrics. In addition to the fixed trended measures, the report also includes variable content addressing key current issues updated quarterly. The rapid field-to-insight turnaround time, highly relevant content, and unparalleled knowledge of the dermatology market make this an essential tool for companies competing in the space, as well as those with near-term plans to enter it.

SAMPLE & METHODOLOGY

The report is based on an online survey of ~100 US dermatologists and is fielded on a quarterly basis. Respondents are recruited from the Spherix Network, a proprietary group of dermatologists in clinical practice meeting quality screening criteria. Our relationship with this network leads to more engaged respondents resulting in higher quality output.

KEY QUESTIONS ANSWERED

- What are the adoption and share trends for Pfizer's EUCRISA since the launch and what products are losing to this new entrant?
- What are the adoption and share trends for Dupixent since its early 2017 launch, and how is the first AD biologic impacting the market?
- What are the perceptions of the relatively new companies (Pfizer and Sanofi-Regeneron) compared to well-established dermatology companies?
- What promotional tactics are being employed during launch?
- What are the trial, adoption and persistency rates?
- Which agents are being offset by the use of newly approved compounds for AD?
- How prominent is off-label prescribing of biologic or small molecule agents in moderate-to-severe AD and how have they shifted post-approval of DUPIXENT?
- What are key barriers to EUCRISA and DUPIXENT?
- What role are payers and patients playing in the uptake of these two new agents?



Products Profiled

Commercial Products

Pfizer's EUCRISA, Sanofi-Regeneron's DUPIXENT
Classes: topical steroids, topical CNIs, conventional systemics, oral steroids, off-label biologics and small molecules

Pipeline Agents

AbbVie's ABT-494, Amgen's tezepelumab, Lilly's baricitinib, AZ/Leo Pharma's tralokinumab

Key Dates

- Q1 March
- Q2 June
- Q3 September
- Q4 December

Note: a three day embargo is placed on delivery to non-manufacturers allowing clients time to digest the findings before public dissemination

Deliverables

- PowerPoint report
- Frequency Tables & Summary Statistics
- On-site presentation
- Proprietary questions (for purchasers of the annual series)

Related Reports 2017

- RealTime Dynamix™: Psoriasis US
- RealTime Dynamix™: Psoriatic Arthritis US
- RealWorld Dynamix™: Biologics/ Otezla Switching in Psoriasis US
- RealWorld Dynamix™: Biologic/Otezla Switching in Psoriatic Arthritis US

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