RealTime Dynamix
Expediting Market Knowledge

Inflammatory Bowel Disease (US)

OVERVIEW

Inflammatory Bowel Disease (IBD), Ulcerative Colitis (UC), and Crohn's Disease (CD) currently affects the lives of approximately 1.6 million Americans. The use of biologics has changed the face of treatment for moderate-to-severe IBD patients. However, recent launches, an active pipeline, and the introduction of biosimilars present an opportunity for major future shifts in the IBD landscape.

RealTime Dynamix™: IBD (US) report series provides a detailed and timely look at current and future trends in the IBD 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 IBD 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 gastroenterologists and is fielded on a quarterly basis. Respondents are recruited from the Spherix Network, a proprietary group of gastroenterologists 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 Stelara since the late 2016 launch and what products are losing to this new entrant?
- How prominent is off-label Stelara prescribing in UC?
- What is the ongoing trajectory of Entyvio in the face of new competition from Stelara?
- How is the adoption of alternative MOAs changing the practice of sequencing two TNFs?
- What are key barriers across brands?
- How do key IBD brands perform on select attributes?
- How is patient preference guiding brand choice?
- To what degree will biosimilar agents off-set the TNF-inhibitors and how is the market leading biologic, Remicade, being impacted by Inflectra?
- What can new entrants learn from the current payer access/barriers for inline brands in order to plan for successful launches?

Products Profiled

Commercial Products

AbbVie's Humira (adalimumab), Takeda's Entyvio (vedolizumab), Janssen's Remicade (infliximab) and Stelara (ustekinumab), UCB's Cimzia (certolizumab), Biogen's Tysabri (natalizumab), Pfizer's Inflectra (infliximab biosimilar), Merck's Renflexis (infliximab biosimilar)

Pipeline Agents

Roche/Genentech's etrolizumab, Gilead's filgotinib, Celgene's mongersen, ozanimod and Otezla (apremilast),& Xeljanz (tofacitinib)

Key Dates

- Q1 March
- Q2 May
- Q3 August
- Q4 November

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

- RealWorld Dynamix™: Biologic Switching in IBD US
- RealTime Dynamix™: IBS US

Pricing

- $29,500 single quarterly wave
- $89,500 annual series of four reports

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