



GLAXOSMITHKLINE'S DOMINANCE IN THE PULMONOLOGY MARKET CONTINUES WITH THE RECENT LAUNCH OF THEIR NEW COMBINATION INHALER FOR ASTHMA

However, payer policies appear to support AstraZeneca's Symbicort & Merck's Dulera over the GSK combinations, according to Spherix Global Insights, GmbH

September 24, 2015 – Zug, Switzerland - The recent release of **RealTime Dynamix: Asthma and COPD** suggests that prescribing of combination therapies is challenging established treatment guidelines. Following the introduction of several new therapy options both in asthma and COPD, patients are being prescribed combination therapies earlier than recommended. According to Bill Lee, Pulmonology Franchise Head, "although the combination market is heavily promoted, there is still opportunity for further growth as over 40% of patients with asthma and COPD are still not treated with a combination therapy (ICS/LABA or LABA/LAMA). GSK may have capitalized on this with over 80% of physicians prescribing Breo Ellipta for patients with asthma within one month of launch".

Furthermore, payer policies that are exerting downward pressure on prescribing of Breo Ellipta do not appear to be impacting a successful switch campaign from GSK's older brand, Advair. Other brands benefiting from a perceived increase in use are Symbicort, Dulera, and Novartis/Gententech's Xolair, the only marketed biologic in moderate to severe persistent allergic asthma.

In addition, almost 30% of pulmonologists did not see a pharmaceutical representative in the last month. Interestingly, these physicians represent 70% of those not yet prescribing Breo Ellipta. Compared with other companies, GSK had the highest number of prescriber visits.

The survey completed by 98 US pulmonologists, also highlights the fragmentation of asthma guidelines. Unlike COPD, there is no dominant consensus document. A more detailed look at the future asthma market will be provided in: **Market Dynamix: Pulmonology (US)**.

About RealTime Dynamix:

A monthly service which combines large scale primary market research with unparalleled market understanding to dig deeper and seek out the latest opinions and controversies that are impacting key specialist markets.

About Spherix Global Insights:

A newly established business intelligence and market research company headquartered in Zug, Switzerland with US offices in Cambridge, MA. Our aim is to apply our commercial experience and unique relationships within core specialty markets to translate data into insight, enabling our clients to make smarter business decisions.

For more information

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