RealTime Dynamix
Expediting Market Knowledge

Atopic Dermatitis (AD)

OVERVIEW

Atopic dermatitis, 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 an monumental shift over the next two to three years.

RealTime Dynamix™: Atopic Dermatitis 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 on-going, 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 AD space.

SAMPLE & METHODOLOGY

Each quarter, ~100 US dermatologists complete an online survey. 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

- What are the adoption and share trends for Pfizer's EUCRISA since the launch and what products are losing to this new entrant?
- What is the baseline, pre-launch familiarity and intent to use for Sanofi-Regeneron's DUPIXENT and how are pre-launch estimates playing out post-approval?
- What are the perceptions of these two relatively new companies (Pfizer and Sanofi-Regeneron) compared to well-established dermatology outfits?
- 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 will this shift 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
Astellas' PROTOPIC
BMS's ELIDEL
Classes: topical steroids, topical CNIs, conventional systemics, oral steroids, off-label biologics and small molecules

Pipeline Agents

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

Key Dates

- Q1 March 30 (Mar 7*)
- Q2 June 13 (May 19*)
- Q3 September 12 (Aug 18)
- Q4 December 5 (Nov 13*)

**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: Psoriasis
- RealTime Dynamix: Psoriatic Arthritis
- RealWorld Dynamix: Biologics and Small Molecules in PsO

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