RealWorld Dynamix
Exploring the Patient Journey

Ulcerative Colitis & Crohn's Disease: Biologic Switching

OVERVIEW

Ulcerative Colitis (UC) and Crohn's disease (CD) are common inflammatory bowel diseases, currently affecting the lives of 1.4 million Americans. The introduction of biologics has changed the face of treatment for moderate to severe patients, and **biologic switching in both UC and CD over the past 12 months is predictive of future market shape and brand shares.**

The study blends physician survey data with patient record data to understand how the new products are being used by physicians and for which patient types. RealWorld Dynamix also captures physician's perspectives about new agents in development and the impact they will have on the current treatment paradigm.

SAMPLE & METHODOLOGY

This report is based the retrospective analysis of ~1000 medical records for patients with IBD who were recently switched from one biologic to a different brand. Each physician completes an in-depth medical history of their last five patients who met inclusion criteria. Clinical and non-clinical demographic information is included in addition to the physician commentary on intent and rationale.

KEY QUESTIONS ANSWERED

- Is the approach of sequencing two anti-TNFs before an IL-inhibitor changing as familiarity with newer agents grows?
- What is the profile of a CD patient on Stelara compared to patients on anti-TNF agents?
- To what extent is Entyvio penetrating first line use?
- For patients on Remicade, to what extent is the dose titrated to achieve efficacy before switching occurs?
- Who is winning in the battle for preferred alternative MOA between and Stelara and Entyvio?
- What role does market access play in driving brand switching? What role does the patient play in brand selection?
- To what extent is in-office infusion correlated with specific brand use?
- For brands indicated for both UC and Crohn's, how are the patient profiles different, if at all?
- What is the next likely therapeutic move if the current biologic does not deliver an optimal response? In what timeframe?

Products Profiled

Commercial Products

AbbVie-Humira (adalimumab), Takeda- Entyvio (vedolizumab), Janssen-Remicade (infliximab), Simponi (golimumab) and Stelara (ustekinumab), UCB-Cimzia (certolizumab), Biogen-Tysabri (natalizumab)

Pipeline Agents

Pfizer-Xeljanz (tofacitinib), Celgene-mongersen/ozanimod/apremilast, Genentech/Roche-etrolizumab, Gilead/ Galapogos-filgotinib, AbbVie-ABT-494/ risankizumab

**Brand names and trademarks of products approved and indicated for UC and/or CD*

Key Dates

- May 19th Publication
- April 10th Deadline for client comment

Deliverables

- PowerPoint report
- Frequency Tables and Summary Statistics
- On-site presentation
- Allowance for ad-hoc analysis

Related Reports 2017

- RealTime Dynamix: Ulcerative Colitis US
- RealTime Dynamix: Crohn's Disease US

Pricing

- $79,500

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