RealTime Dynamix™: Atopic Dermatitis Q2 2017

With two new entrants in the shape of Pfizer’s Eucrisa and Dupixent from Sanofi/Regeneron, the first ever biologic approved for atopic dermatitis (AD), the AD market is entering a period of real change. Just published RealTime Dynamix: Atopic Dermatitis Q2 2017 from Spherix Global Insights provides key insights on the shifting AD market.

Highlights from this report:

**Dermatologists have a new biologic for AD….but they want more**

“...The need for new biologic agents in atopic dermatitis is far greater than the need for new biologics to treat psoriasis”

AND… They are pretty comfortable with using biologics from their experience in Psoriasis

So are they adopting these newly approved treatments, Dupixent and Eucrisa?...

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. For more information contact: info@spherixglobalinsights.com
With several JAK inhibitors under investigation for AD, including AbbVie’s upadacitinib (ABT-494), Lilly/Incyte’s Olumiant (baricitinib), and Pfizer’s Xeljanz (tofacitinib), options that satisfy the patient preference for an oral small molecule may soon be a reality. Indeed, assuming comparable efficacy 64% of the surveyed dermatologists agree that patients would prefer an oral small molecule over a SC injected biologic.