



## Psoriatic Arthritis

### OVERVIEW

The already highly dynamic US market for Psoriatic Arthritis (PsA) with the recent entrance of Celgene's Otezla and Novartis' Cosentyx is set to go up another level of complexity with Eli Lilly's Taltz and AstraZeneca/Valeant's brodalumab close to approval dates and line extensions being sought for Pfizer's Xeljanz and Simponi Aria from Janssen.

**RealTime Dynamix: Psoriatic Arthritis (PsA)** provides a detailed and timely look at current trends in the PsA market. The quarterly releases allow for close-quarters monitoring of key performance metrics, focuses on industry contact rates, brand gains and losses for biologic agents and Otezla, key metrics for recently launched products and awareness of products in development. By incorporating these fixed measures with variable content that is refreshed quarterly, RealTime Dynamix enables you to react to changes in the PsA market and capitalize on opportunities for your brand. The rapid field-to-insight turnaround time, highly relevant content and unparalleled knowledge of the PsA market makes this an essential tool for companies competing in the space as well as those with near term plans to enter it.

### SAMPLE & METHODOLOGY

Each quarter, ~100 US rheumatologists provide their responses to an online survey. Respondents are recruited from the Spherix Network, a proprietary group of rheumatologists in clinical practice meeting certain 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 who respond in a certain manner.

### KEY QUESTIONS ANSWERED

- Otezla is gaining pre-biologic patients but how many patients stay on long-term?
- Do rheumatologists differentiate among TNF inhibitors and if so, how?
- How has the launch of Cosentyx impacted the PsA market and Stelara use in particular?
- Will Taltz expand IL-6 segment or dampen Costentyx growth?
- Will rhematologists follow in the footsteps of dermatologists for the adoption of Taltz?
- Will the lack of PsO indication limit use of Pfizer's Xeljanz and Janssen's Simponia Aria in PsA, if approved?
- How will biosimilars (Inflectra, Erelzi) impact the management of PsA?
- What role are patients and payers playing in the biologic brand choice?

### Products Profiled

#### Commercial Products

*AbbVie (Humira), Amgen/Pfizer (Enbrel), Celgene (Otezla), Janssen (Remicade, Simponi, Stelara), Novartis (Cosentyx), UCB Pharma (Cimzia) Biosimilars: Pfizer (Inflectra), Sandoz (Erelzi)*

#### Pipeline Agents

*AbGenomics (neihulizumab), AstraZeneca/Valeant (brodalumab), Eli Lilly (Taltz), BMS (Orencia), Pfizer (Xeljanz), AbbVie/BI (risankizumab), Janssen (guselkumab), UCB (bimekizumab), Sun Pharma (SUNPG 1623), Vitaeris (clazakizumab)*

### Key Dates

- Q1 Mar 24th (Feb 27th PQs\*)
- Q2 Jun 23rd (May 30th PQs)
- Q3 Sep 22nd (Aug 18th PQs)
- Q4 Dec 15th (Nov 10th PQs)

*\*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: Psoriatic Arthritis US
- RealTime Dynamix: Psoriasis US
- RealWorld Dynamix: Biologic/Otezla Switching in Psoriatic Arthritis
- RealWorld Dynamix: Biologic/JAK Switching in Rheumatoid Arthritis
- RealWorld Dynamix: Biologic/Otezla Use in Psoriasis
- RealTime Dynamix: Rheumatology NP/PA
- Fellowship Dynamix: Rheumatology US
- Practice Dynamix: Rheumatology US