



## Biologic/Otezla Switching in PsA (US)

### OVERVIEW

Targeted biologics, the recent emergence of innovative new oral therapies and the arrival of biosimilars will continue to fuel shifts in the way patients with psoriatic arthritis are managed. While the availability of multiple therapeutic tools has potential benefits for patients, deciphering which therapy is best for which patient and when to switch therapies has its own challenges.

**RealWorld Dynamix: Psoriatic Arthritis (US)** will help you to understand the drivers of treatment switches in this volatile market. The study, which is a follow on to a baseline established in Q1 2016, blends physician attitudes (“what they say”) with patient record data (“what they do”) to understand which products are positioned by the doctor in which patient. By analyzing only recent switches, real insights into prescribing behavior can be unearthed at the most dynamic end of the market. The resulting data set is a rich source of information and has multiple applications, including the quantitative definition of the winners and losers, by patient segment and recent therapy switches. RealWorld Dynamix will be an invaluable resource for addressing some of the key strategic issues and opportunities facing brands in the PsA space.

### SAMPLE & METHODOLOGY

**RealWorld Dynamix: Psoriatic Arthritis (US)** is based on a robust and deep patient chart analysis of ~1000 PsA patients who were switched from one biologic or Otezla to a different brand in the past three months. Each physician completes an in-depth medical history of their last five patients who met the study inclusion criteria. An excellent augmentation to claims data, RealWorld Dynamix also captures the clinician’s perspective on why the switch was made and the new brand chosen as well as future intentions should the response be suboptimal. In addition to patient demographics and treatment history, clinical assessments, diagnostic tests and laboratory values are included to provide insight into the clinical course of the disease.

### KEY QUESTIONS ANSWERED

- Which products are benefitting and suffering from treatment switches?
- What role does the patient play in the switch decision?
- To what extent does market access influence brand choice when switching?
- How long are patients treated with an agent before a switch is made?
- What factors influence the switch decision and does this vary by patient segment?
- How often do patients cycle through two TNFs before moving to an alternate MOA?
- How is Inflectra impacting the market? Are payers influencing use yet?
- How has the switching market changed over the past year?
- Where do pipeline agents like Pfizer’s Xeljanz and BMS’ Ocrencia have the most upside assuming they are approved?

### Products Profiled

#### Commercial Products

*AbbVie (Humira), Amgen (Enbrel), Janssen (Remicade, Simponi, Stelara), Novartis (Cosentyx), Celltrion (Inflectra), UCB Pharma (Cimzia)*

#### Pipeline Agents

*Eli Lilly (Taltz), Pfizer (Xeljanz), BMS (Ocrencia)*

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

### Key Dates

- May 19th Publication

### Deliverables

- PowerPoint consisting of about 200 slides with brand specific sections
- On-site or web-based presentation
- Custom analyses
- Copy of de-identified database

### Related Reports 2017

- RealTime Dynamix: Rheumatoid Arthritis (US)
- RealTime Dynamix: Rheumatoid Arthritis (EU5)
- RealTime Dynamix: Psoriatic Arthritis (EU5)
- RealWorld Dynamix: Biologic/JAK Switching in RA (EU5)
- RealTime Dynamix: Psoriatic Arthritis (US)
- RealWorld Dynamix: Biologic/Otezla Switching in PsA (EU)

### Pricing

- \$79,500