



## Biologic/Otezla Switching in Psoriatic Arthritis (US)

### OVERVIEW

Targeted biologics, the recent emergence of innovative new 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™: Biologic/Otezla Switching in PsA (US)** will help you to understand the drivers of treatment switches in this volatile market. The study, which is a follow-up 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. This report 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™: Biologic/Otezla Switching in PsA (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, if 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)

### Key Dates

- May Publication

### Deliverables

- PowerPoint report with brand specific sections
- Frequency Table & Summary Statistics
- On-site or web-based presentation
- Copy of de-identified database
- Proprietary questions (for purchasers of the report)

### Related Reports 2017

- RealTime Dynamix™: Psoriatic Arthritis US
- RealTime Dynamix™: Psoriatic Arthritis EU
- RealWorld Dynamix™: Biologic/Otezla Switching in Psoriasis US
- RealTime Dynamix™: Psoriasis US
- RealWorld Dynamix™: Biologic/JAK Switching in Rheumatoid Arthritis US
- RealWorld Dynamix™: Biologic/JAK Switching in Rheumatoid Arthritis EU

### Pricing

- \$79,500