



MS Advanced Practice Providers (US)

OVERVIEW

Advanced practice providers (nurse practitioners and physician assistants) are expert clinicians who act as primary providers of MS management and treatment as part of the interdisciplinary multiple care (MS) care team. Depending upon practice setting and credentials, they may play an important role in evaluation, diagnosis, and management of symptoms, relapses, and overall disease processes, as well as coordination with other team members. In addition, advanced practice providers may be closer to patient issues around controlling MS-related symptoms and managing drug tolerability and adherence compared to their neurologist counterparts.

RealTime Dynamix™: MS Advanced Practice Providers (US) provides an analysis among US advanced practice providers 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. Where appropriate, comparisons will be made to survey data from 100 US neurologists being collected in parallel. This annual, independent insights report allows marketing professionals to understand what they can do to enhance their brand image and to quickly react to market changes with this key group of stakeholders by providing critical information that will support their commercial strategies in the MS space.

SAMPLE & METHODOLOGY

Spherix Global Insights conducts an in-depth online survey with 50 nurse practitioners/physician assistants. In addition, 10 qualitative interviews will be conducted to provide additional insight. Respondents are recruited from the Spherix Network, a proprietary group of healthcare professional meeting our strict screening criteria. Our relationship with this network leads to more engaged respondents resulting in higher quality output. Additionally, this gives us the opportunity to more easily revisit healthcare providers in order to uncover even more insight on strategically important findings.

KEY QUESTIONS ANSWERED

- How do the role and responsibilities of advanced practice providers and neurologists differ in the management and treatment of MS patients? Where does each group have the greatest influence on the patient journey?
- What are advanced practice providers' perceptions of the DMT brands?
- What are the advanced practice providers' attitudes towards the monoclonal antibodies vs. the orals vs. the platform? To what degree do advanced practice providers have strong preferences for specific brands?
- How is Glatopa, the first generic DMT, faring in the market? To what extent is use driven by advanced practice provider choice versus payer mandate?
- What are the greatest unmet needs within the DMT class?
- How often are patients requesting specific DMT brands? How impactful are these requests on treatment choice managed by advanced practice providers?
- With fewer opportunities for personal interactions, what are the best channels for industries to share product information with advanced practice providers?
- What are the perceptions of late-stage pipeline assets and how do advanced practice providers anticipate incorporating these products into their MS treatment?

Products Profiled

Commercial Products

Bayer (Betaseron), Biogen (Avonex, Plegridy, Tecfidera, Tysabri, Zinbryta), EMD Serono (Rebif), Genzyme (Aubagio, Lemtrada), Novartis (Gilenya, Extavia), Genentech (Ocrevus, Rituxan), Sandoz (Glatopa), Teva (Copaxone)

Pipeline Agents

AB Science (masitinib), Alkermes (ALKS 8700), Celgene/Receptos (ozanimod), J&J/Actelion (ponesimod), MedDay (MD1003), Novartis (siponimod, ofatumumab)

Key Dates

- Q4 Publication

Note: a three day embargo is placed on delivery to non-manufacturers allowing clients time to digest the findings before public dissemination

Deliverables

- PowerPoint report
- Frequency Table & Summary Statistics
- On-site presentation
- Proprietary questions (for purchasers of the report)

Related Reports 2017

- RealTime Dynamix™: Multiple Sclerosis US
- RealTime Dynamix™: Multiple Sclerosis EU
- RealWorld Dynamix™: DMT Switching in Multiple Sclerosis US
- RealWorld Dynamix™: DMT New Starts in Multiple Sclerosis US
- RealWorld Dynamix™: Monoclonal Antibody DMTs in MS US

Pricing

- \$39,500