OVERVIEW

Atopic dermatitis (AD), the most common form of eczema affecting 5 to 20% of the worldwide population, is a chronic inflammatory disease often presenting as a skin rash. Moderate-to-severe AD is characterized by rashes often covering much of the body and can include intense itching and dryness, crusting, redness, and oozing, which can be debilitating. Until now, there have been few options to treat more severe forms of AD, but with the approval of dupilumab, an IL-4/13 blocker, dermatologists have their first EAM approved biologic option to battle this disease. A host of other biologics and novel small molecules are in the pipeline, and as a result, the treatment paradigm for AD is expected to undergo a monumental shift over the next two to three years.

The RealTime Dynamix™: Atopic Dermatitis (EU) report series provides a detailed and timely look at current and future trends in the AD market and the effects of the future shifting landscape. The bi-annual releases allow for close monitoring and trending of key performance metrics. In addition to the fixed trended measures, the report also includes variable content addressing key current issues updated bi-annually. The rapid field-to-insight turnaround time, highly relevant content, and unparalleled knowledge of the dermatology market make this an essential tool for companies competing in the space, as well as those with near-term plans to enter it.

SAMPLE & METHODOLOGY

The report is based on an online survey of ~250 dermatologists practicing in the EU5 (France, Germany, Italy, Spain, and the UK) and is fielded on a bi-annual basis. Dermatologists meet screening criteria including time in practice, percent of professional time spent in clinical practice (vs. teaching or research), minimum number of AD patients, and minimum number of AD patients on biologic agents. Surveys are programmed in the local language.

KEY QUESTIONS ANSWERED

- What are the adoption and share trends for Dupixent since its early 2017 launch, and how is the first AD biologic impacting the market?
- How is Dupixent being prescribed and used by patients?
- What promotional tactics are being employed during launches?
- What are the trial, adoption, and persistency rates?
- How prominent is off-label prescribing of biologic or small molecule agents in moderate-to-severe AD and how have they shifted post-approval of Dupixent?
- What are key barriers to Dupixent adoption?
- Which molecules in development for the treatment of AD will have the greatest potential?
- How is an AD flare defined by dermatologists? How many patients have experienced a flare since initiation and what strategies have been employed to manage flares?
- How does the impact of ocular side effects influence use and what treatment steps are taken as a result?