

# FirstView Barriers – An Analysis of Market Barriers in Type 2 Diabetes (US)

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## Abstracts

What environmental market barriers are influencing the Type 2 Diabetes (T2DM) market? From price to availability to reimbursement factors, FirstView Barriers – An Analysis of Market Barriers in Type 2 Diabetes (US) provides insights that can help develop, shape and refine your brand strategies. Also Available is FirstView Barriers – An Analysis of Market Barriers in Type 2 Diabetes (EU5). To purchase both and receive a free US/EU5 Comparison report, contact FirstWord.

Based on data gained from proprietary analytics, gain visibility into why physicians are prescribing, or not, certain drugs to treat T2DM. This information allows you to act strategically, drive market share gains and improve competitiveness for your brand.

### Get Answers to Key Questions

How does product pricing, availability and reimbursement affect a physician's decision to prescribe one product over another?

What T2DM drug treatments are gaining share and which ones are losing share due to these barriers?

In the T2DM market, what percentage of prescriptions are influenced by barriers, what are the barriers experienced and the volume of prescriptions these barriers represent?

### Insight and Analysis Provided

AstraZeneca

Byetta (exenatide)

Onglyza (saxagliptin)

Farxiga (dapagliflozin)

Johnson & Johnson

Invokana (canagliflozin)

Merck & Co.

Januvia (sitagliptin)

Novo Nordisk

Victoza (liraglutide)

Levemir (Insulin detemir)

Sanofi

Lantus (Insulin glargine)

## Key Issues Explored

The amount of share your brand gains and loses due to specific market barriers.

The user mix for your brand, plus doctors who are not current users but would consider using it.

The percentage of prescriptions influenced by barriers, the barriers experienced and the volume of scripts these barriers represent.

## Methodology

## Sample Distribution

A mixed total of 150: 66 endocrinologists and 84 general practitioners in France, Italy, Spain, Germany, UK

## Interviewing Methodology

Data collected via a 10-minute questionnaire.

## Screening Criteria

See at least 20 T2DM patients in past month

Have been in active practice more than 2 years

Prescribed at least one of the listed products

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