

# Market Access Impact (US) [PsO]

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## Abstracts

Top brand takes a big lead thanks to market barriers

In the US, market barriers are having a major impact on the brands used to treat psoriasis—affecting more than a third of all prescriptions and helping some brands stay ahead of rivals. Eliminating barriers would narrow the top brand’s sizeable lead, and send the third place brand toppling all the way down to sixth place.

Find whether barriers are holding your brand back, and what you can do about it, in Market Access Impact: Psoriasis (US).

Based on a survey of 100 dermatologists, the report covers 8 major therapies from AbbVie, Amgen, Celgene, Eli Lilly, Janssen Biotech, Novartis, and Pfizer. Handy graphs and charts reveal which of 7 different barriers cost your brand the most market share, and which ones help you take the most from competitors.

Insight into 8 Major Psoriasis Drugs

Cosentyx (secukinumab; Novartis)

Enbrel (etanercept; Amgen)

Humira (adalimumab; AbbVie)

Inflectra (infliximab-dyyb; Pfizer)

Otezla (apremilast; Celgene)

Remicade (infliximab; Janssen Biotech)

Stelara (ustekinumab; Janssen Biotech)

Taltz (ixekizumab; Eli Lilly)

## Exploring Market Access Barriers

Market Access Impact: Psoriasis (US) explores key issues affecting drug manufacturers. You'll learn:

### How barriers affect market access

What brands do doctors prescribe the most?

How many prescriptions do barriers affect?

Which barriers have the biggest impact?

### How barriers affect your brand

How many doctors prescribe your brand? How many don't, but would consider it?

Why don't doctors prescribe your brand? What do they prescribe instead?

Which competing brands does your brand take market share from?

## A Report Based on Expert Knowledge

We surveyed 100 US-based dermatologists, chosen from the largest community of validated physicians in the world.

All respondents have

Been practicing for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients with psoriasis in total in the last month

We conducted the survey between February 1st and 7th, 2017.

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