

Market Access Impact (US) [T2DM] (Injectables)

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Abstracts

Find out why doctors can't prescribe your brand, and what you can do about it

Market barriers affect a staggering 39% of prescriptions for injectable treatments for Type 2 Diabetes Mellitus in the US. According to the diabetologists and primary care physicians we surveyed, that's a problem with no single solution. Many of them experience as many as 2 different barriers with any given brand, and for some brands that grows to 3.

Find out which barriers cost your brand the most market share, which competitors are taking it from you, and what you can do to win it back, in Market Access Impact: Type 2 Diabetes Mellitus (Injectables) (US).

Based on a survey of 100 diabetologists and primary care physicians, the report covers 11 major injectable therapies from GSK, Novo Nordisk, Sanofi, and Eli Lilly. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

Top Takeaways

Houston, we have a (barrier) problem! US physicians claim that close to 40% of all injectable diabetes therapy prescriptions are impacted by barriers; find out what's the biggest barrier, and if anything can be done about it.

Despite the barriers, treatment usage is high. Find out which brands get used a lot despite the prescribing restrictions, and which ones lose out.

One barrier to rule them all. Between 25-60% of surveyed doctors experience this one barrier for all treatment options; what is it and can anything be done to

lower its impact?

Market access mistakes could be costing some brands dear. Another barrier impacts 30-55% of prescriptions, and market access mistakes could be the key reason.

In a barrier free world, one brand could lose out big time. One brand takes market share from several other brands, but if restrictions were lifted physicians predict usage could plummet. Is it your brand?

Insight into 11 Major Injectable Type 2 Diabetes Mellitus Treatments

Adlyxin (lixisenatide; Sanofi)

Humalog (insulin lispro; Eli Lilly)

Lantus (insulin glargine; Sanofi)

NovoLog (insulin aspart; Novo Nordisk)

Ryzodeg (insulin degludec/insulin aspart; Novo Nordisk)

Tanzeum (albiglutide; GlaxoSmithKline)

Toujeo (insulin glargine; Sanofi)

Tresiba (insulin degludec; Novo Nordisk)

Trulicity (dulaglutide; Eli Lilly)

Victoza (liraglutide; Novo Nordisk)

Xultophy (insulin degludec/liraglutide; Novo Nordisk)

Exploring Market Access Barriers

Market Access Impact: Type 2 Diabetes Mellitus (Injectables) (US) explores key issues

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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:

We surveyed 100 US-based diabetologists and primary care physicians, 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 Type 2 Diabetes Mellitus (Injectables) in total in the last month

We conducted the survey between October 9-20, 2017.

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