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Type 2 Diabetes Mellitus: KOL Insight

https://marketpublishers.com/r/T5FEE3C1D23EN.html
Date: June 2015
Pages: 0
Price: US$ 7,495.00 (Single User License)
ID: T5FEE3C1D23EN

Abstracts

The market for Type 2 Diabetes therapies is extremely crowded. Several classes, including oral and injectable therapies, are all vying for market share. Differentiation remains a critical challenge. What do companies need to do to find a profitable position in the market for new products?

Type 2 Diabetes: KOL Insight is a comprehensive report that reveals the insights and opinions of 12 leading US and European KOLs. How they view the clinical benefits of marketed and late stage pipeline products, the administration and dosing issues that influence patient decisions and the non-clinical pressures that determine product choice are fully and frankly explored.

Expect evolution not revolution in the Type 2 Diabetes market. The battle will be won by those who bring superior efficacy and safety, innovative drug delivery technologies, novel drug combinations and patient friendly dosing. Pricing also remains an issue, particularly when only marginal therapeutic advances are being seen. Even if clinicians want to use certain products, payers and patients are often saying no. Finding market voice in such a competitive market environment demands a deep understanding of the clinical, patient and payer pressures that influence prescribing decisions and availability in formularies. Gain key KOL insights in Type 2 Diabetes: KOL Insight.

Answers to Critical Questions

SGLT-2 inhibitors look set to replace DPP-4 inhibitors in the second line add on setting: what do KOLs see as the clinical benefits and what safety concerns remain?

AstraZeneca’s Bydureon, GSK’s Tanzeum and Eli Lilly’s Trulicity are locked in battle for dominance in the once weekly GLP-1 agonist sector: how do KOLs

rate their competing benefits and what improvements could help them to challenge Novo Nordisk Victoza's current leadership in this drug class?

Why is a SGLT-2/GLP-1 drug combination attractive to KOLs?

There is much excitement about Novo Nordisk oral GLP-1 agonist semaglutide: are KOLs persuaded by the latest Phase II clinical data and how could this revolutionise the GLP-1 agonist market?

Will Mannkind's/Sanofi's inhaled insulin Afrezza ever experience market acceptance and what changes to the products market positioning do KOLs suggest?

KOLs expect price to play critical role in the success and uptake of Eli Lilly's biosimilar insulin glargine Abasaglar, but what else must the company focus on in order to gain traction in the market and can Sanofi defend Lantus revenues?

Key Benefits

Understand opinions of KOLs and formulate effective strategies for product positioning, pricing and clinician messaging

Map new treatment options to Type 2 Diabetes patients and patient sub groups and identify niche opportunities

Identify product attributes and patient characteristics that the KOLs think are the most important in terms of prescribing decisions and placement in the treatment algorithm

Appreciate the growing clinician discontent with drug prices and the negative effect it is having on patients – action now could disrupt the market and bring commercial benefit

Discover which clinical trials the KOLs believe will have a significant impact on future treatment decisions and why

Evaluate the changing and challenging competitive landscape as wider clinical adoption and experience with new products impacts prescribing habits

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Top Takeaways

Detailed opinions of leading front line clinicians on current and late stage Type 2 Diabetes therapies and what they see as the critical advantages/disadvantages affecting their decision to prescribe

Drug delivery, dosage and formulation factors affecting the Type 2 Diabetes sector

New combination therapies that may fit into the treatment paradigm and the products that will be positively or adversely affected

KOL attitudes on important clinical trials such as CANVAS, SAVOR, EXAMINE, TECOS, EMPA-REG OUTCOME, LEADER, IMAGE, CREDENCE and SUSTAIN

Features of the report

Knowledgeable real world opinions of leading US and European KOLs that is not available in any other report

Detailed and candid views on the future positioning and competitiveness of all current and upcoming Type 2 Diabetic therapies

Essential insights which answer critical business questions and provide a platform for action and engagement.

Detailed KOL Views

Glucagon-like peptide-1 (GLP-1) agonists)

Lyxumia (lixisenatide once daily; Sanofi)

Eperzan/Tanzeum (albiglutide once-weekly; GSK)

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Trulicity (dulaglutide once-weekly; Eli Lilly)

Pipeline therapies

Semaglutide (OG217SC; Novo Nordisk)

LixiLan (lixisenatide/insulin glargine; Sanofi)

Dipeptidyl Peptidase-4 (DPP-4) inhibitors

Onglyza (saxagliptin; AstraZeneca)

Nesina (alofliptin; Takeda)

Tradjenta/Trajenta (linagliptin; Boehringer Ingelheim)

Pipeline therapies

MK-3102 (omarigliptin; Merck & Co.)

Sodium-glucose co-transporter-2 (SGLT-2) inhibitors

Farxiga/Forxiga (dapaglifozin; AstraZeneca/BMS)

Invokana (canaglifozin; J&J)

Jardiance (empaglifozin; Boehringer Ingelheim/Eli Lilly)Pipeline therapies

Synjardy (empagliflozin/metformin; Boehringer Ingelheim)

PF04971729 (ertugliflozin; Pfizer/Merck & Co.)

SaxaDapa (saxagliptin/dapagliflozin; AstraZeneca)

Insulin therapy

Tresiba (insulin degludec; Novo Nordisk)

Toujeo/Optisulin (insulin glargine; Sanofi)

Xultophy/IDegLira (insulin degludec/liraglutide; Novo Nordisk)

Ryzodeg (insulin degludec/insulin aspart; Novo Nordisk)

Afrezza (insulin human; Sanofi/Mannkind)

Pipeline therapies

LY2605541 (Insulin peglispro; Eli Lilly)

NN1218/FIAsp (Insulin aspart; Novo Nordisk)

Insulin biosimilars

Abasaglar (insulin glargine; Eli Lilly/Boehringer Ingelheim)

Key Opinion Leaders

KOLs from North America

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Contents

7. INSULIN THERAPY

8. INSULIN BIOSIMILARS

9. CONCLUSION

10. APPENDIX

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