

# AnswersOn Arthritis




**Arthritis** most commonly consists of joint pain, stiffness and tenderness. There are over 100 types of arthritis that present with different symptoms, locations and treatment options.


Treating specialty varies depending on **type of arthritis and disease progression**. While some patients receive treatment by their primary care physician (PCP), others require a specialist with advanced experience in the specific arthritis diagnosis and treatments.

## TreatmentAnswers Data


In MAT ending June 2023, TreatmentAnswers reported the following about **three of the most common types of arthritis**:



► **Osteoarthritis**  
Orthopedic surgery is the top treating specialty, with **46.7%** of office visits.



► **Rheumatoid Arthritis**  
Rheumatology is the top treating specialty, with **50.6%** of office visits.

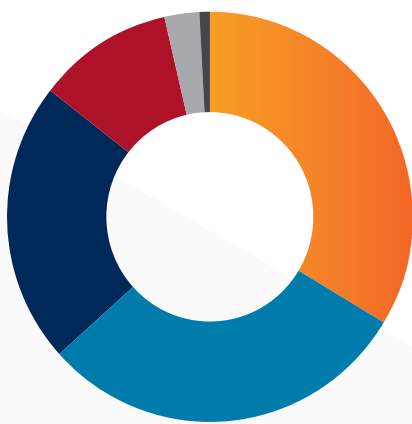


► **Gout**  
PCPs (IM/GP/FM/DO) are the top treating specialty, with **51.5%** of office visits.

Source: AnswerSuite TreatmentAnswers (Gout=ICD-10 M10, Rheumatoid Arthritis=ICD10 M06, Osteoarthritis=ICD-10 M15-M19)

## PromotionalAnswers Data

Arthritis Market Promotional Mix  
(MAT June 2023)



- **33.9%** Direct-to-Consumer
- **29.7%** Details
- **22.1%** Sample
- **11.0%** Event
- **2.8%** ePromotion
- **0.6%** Journal

Biopharmaceutical companies spent **approximately \$1.9B on the promotion of arthritis prescription brands** in the 12 months ending June 2023. One-third of dollar spend (\$628M) was allocated to direct-to-consumer advertising.

Arthritis TV Advertising (MAT June 2023)	TV Dollars	%
Total	\$569,501,651	100.0
NBC	\$85,529,400	15.0
ABC	\$55,106,800	9.7
FOX	\$41,137,600	7.2
CBS	\$37,055,400	6.5

Arthritis market direct-to-consumer (DTC) advertising was heavily focused on TV, with **90.7% of the DTC budget spend**.

Source: AnswerSuite PromotionalAnswers/Kantar Media  
(Arthritis market=USC 09110, 09120, 09130, 09140, 09150, 09200)

Reach out to one of our **AnswerSuite experts** for a complimentary report

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- **AnswerSuite a Syneos Health Company** provides a Proprietary syndicated Market Research Solution that utilizes a panel of thousands of healthcare providers over a 30-year period. AnswerSuite is consumed by the Biopharmaceutical industry with insights delivered through a SaaS platform or with full service from analysts.
- **TreatmentAnswers** captures and reports on patient visit interactions with HCPs. These insights include patient and HCP demographics, diagnoses, comorbidities and intended drug therapy.
  - **PromotionalAnswers** tracks and monetizes promotional activities such as detailing, events, virtual engagements, and sampling. Through partnerships, professional journals and DTC advertising are also tracked.
  - **Custom Insights** supports different use cases through a unique proprietary survey. Custom Insights answer a multitude of questions such as: What is the HCPs awareness of your brand and competitors? What is the message recall of your brand and competitor? What is the share of voice among HCP targets and non-targets? The quick studies supplement why the actions are being taken and inform multiple business strategies.

