

# AnswersOn Asthma Market



In the MAT ending June 2023, healthcare providers reported the following regarding their asthma patient population:

In the 12 months ending June 2023,

## 96.7%

of office visits resulted in a prescription being written, compared to only 95.1% in the same period a year ago when treating an Asthma diagnosis (ICD-10 J45.)

The percentage of office visits with a drug request grew YoY ending June 2023 to

## 19.2%

HCPs granted the patient drug request at 77% of the time compared to only 68% from the same period a year ago.

Though overall office visits with an asthma diagnosis increased by 2.0%, asthma visits by African Americans increased by

## 25.7%

during the same time period.

There were no concomitant diagnoses in

## 88.1%

of office visits for asthma. Vasomotor and allergic rhinitis (ICD-10 code J30) was the most reported concomitant diagnosis with 1.7% of office visits.

**The mean number of office visits per year increased since MAT ending June 2022, from 1.9 to 2.6. This may have been influenced by patients returning to their routine HCP visits after the pandemic.**

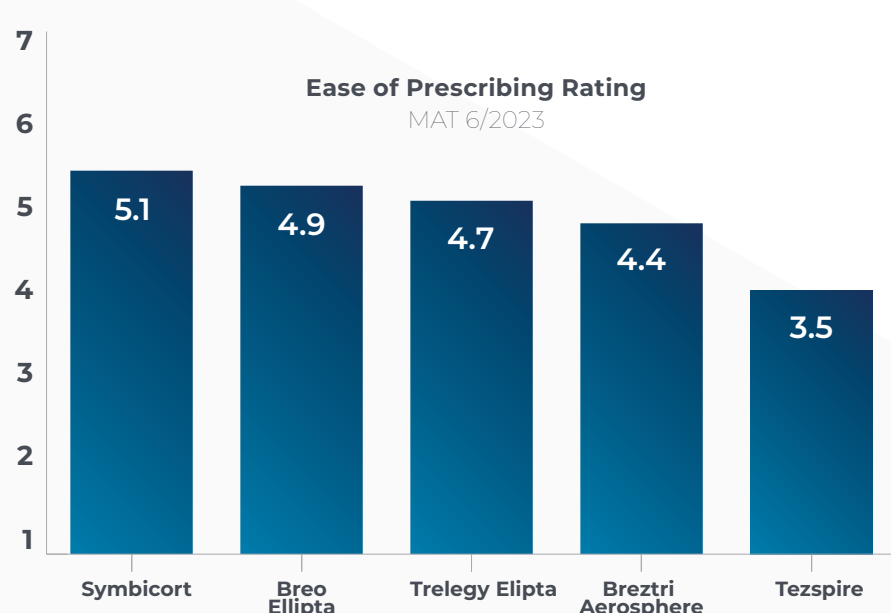
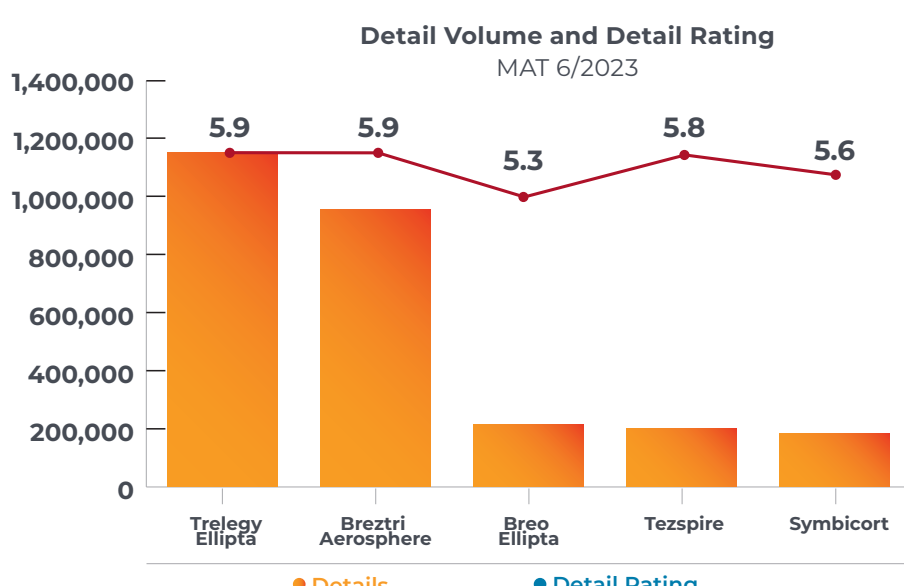
## Biopharmaceutical companies

**spent \$945M on personal detailing of asthma brands in the 12 months ending June 2023.**

Healthcare providers reported the following:

The top 5 detailed brands in MAT June 2023 were Trelegy Ellipta, Breztri Aerosphere, Breo Ellipta, Tezspire, and Symbicort. These brands accounted for 61% of asthma market details during this period.

Trelegy Ellipta and Breztri Aerosphere both earned the top detail rating of 5.9, in terms of uniqueness, relevance and believability, on a scale from 1 through 7 (1 = not at all; 7 = very). The market average was a rating of 5.8 in MAT June 2023.



On a monthly basis, HCPs rate how easy or difficult it is to prescribe products based on managed care influences on a scale from 1 through 7 (1 = very difficult; 7 = very easy). Of the top 5 detailed brands of MAT June 2023, Symbicort had the highest ease of prescribing rating with a 5.1. Tezspire (3.5) was rated 1 point below the market average rating of 4.5, while the ease of prescribing rating for Breztri Aerosphere was 4.4 during MAT June 2023.

Source: AnswerSuite TreatmentAnswers; AnswerSuite DetailAnswers

\*Asthma defined using diagnosis code ICD-10 J45. Predefined asthma market used for drug market definition

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

### CONTACT

gina.barbetta@syneoshealth.com

jennifer.brunner@syneoshealth.com

► **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. Different 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.