

# AnswersOn Cardiologists



**Cardiologists** are specialists with extensive training and professional experience in diagnosing, treating and preventing diseases of the heart and blood vessels.

A cardiologist is consulted or referred to by a primary care physician if a patient presents with a significant heart or related condition, such as:

- shortness of breath
- chest pains
- dizzy spells
- heart murmurs
- irregularities in EKG results

## TreatmentAnswers Data

In the 12 months ending July 2023, cardiologists reported the following regarding office visits with their patient population:

▶ **51.8M office visits occurred**

**76.8% of patients** are over the age of 56 and saw their cardiologist **more than once per year.**

▶ **Three diagnoses dominate the conversation**

Essential (Primary) Hypertension, Atrial Fibrillation and Flutter, and Disorders of Lipoprotein Metabolism and Other Lipidemias account for **55.2% of cardiologists' patient interactions.**

▶ **90.5% of patients received a prescription**

Approximately **32.2% of visits** also included a discussion of a **non-drug therapy** such as diet, exercise or both.

In 2021, the American Medical Association reported **22,262 cardiologists** actively practicing in the United States.

Source: AnswerSuite TreatmentAnswers

## PromotionalAnswers Data

Spent

**\$449.4 million**

in personal selling efforts to cardiologists in 2022

There was a

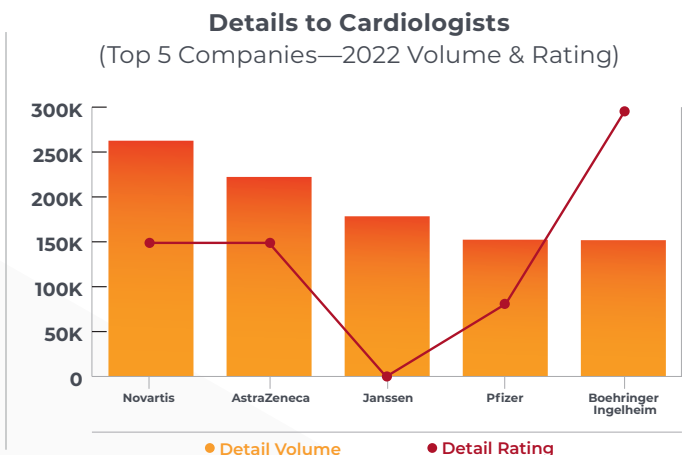
**6% increase**

in detail spend to cardiologists in 2022 compared to 2021

In the year ending July 2023, **22%** of all details to cardiologists discuss **congestive heart failure**, followed by **atrial fibrillation and hyperlipidemia.**

## On a monthly basis,

the DetailAnswers panel of cardiologists rates company details—in terms of **uniqueness, relevance and believability**—on a scale of one to seven (*one = not at all; seven = highly*). Of the top 5 companies in detailing volume in 2022, **cardiologists rated Boehringer Ingelheim the highest** among those attributes with a twelve month average score of 6.3



Novartis led in 2022 the industry in detail volume, with approximately

**263K**

details to cardiologists

Source: AnswerSuite DetailAnswers

*The majority of these details discussed their hypertension and cholesterol drugs, Entresto, Diovan, and Leqvio. They were followed by AstraZeneca, Janssen, Pfizer, and Boehringer Ingelheim, who comprised the Top 5 companies reaching the specialty.*

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.