

AnswersOn Dermatologists



Dermatologists are specialists with advanced medical training in diagnosing and treating conditions of the skin, hair and nails.

The American Medical Association reported **12,767 actively practicing dermatologists** in the United States as of 2021.

Dermatologists treat thousands of conditions such as skin cancer, eczema, psoriasis, acne, roscea and hair loss, among many others. They accounted for nearly **35 million office visits** in the 12 months ending July 2023.

TreatmentAnswers Data

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



Visits were split by gender

47.1% were with Male patients, while 52.6% were female



of office visits were patients **40 years** of age or older

65.7%



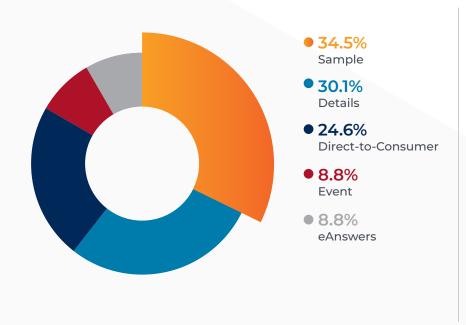
74.5%

of office visits resulted in a **prescription being** written for drug therapy

Otezla, indicated for adults with psoriatic arthritis and patients with moderate to severe plaque psoriasis, delivered approximately

23,815 details

to healthcare professionals in May 2023. Details accounted for 30.1% of promotional spend in the time period.



Otezla allocated



of the brand's promotional spend on Direct-to-Consumer advertising with a heavy focus on cable and network TV.

In May 2023, the Food Network and A&E were the

Top 2 cable channels utilized to air the Otezla TV creative.

Source: AnswerSuite PromotionalAnswers/Kantar Media

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.