

# 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, rosacea 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**



► **65.7%** of office visits were patients **40 years of age or older**



► **74.5%** of office visits resulted in a **prescription being written for drug therapy**

Source: AnswerSuite TreatmentAnswers

## PromotionalAnswers Data

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.



- **34.5%** Sample
- **30.1%** Details
- **24.6%** Direct-to-Consumer
- **8.8%** Event
- **8.8%** eAnswers

Otezla allocated

# 24.6%

**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

### CONTACT

[gina.barbetta@syneoshealth.com](mailto:gina.barbetta@syneoshealth.com)

[jennifer.brunner@syneoshealth.com](mailto: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. 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.