

# AnswersOn Ophthalmic



**The Ophthalmic market includes eye disorders and diseases** such as Dry Eye, Age-Related Macular Degeneration (AMD), Diabetic Retinopathy, Thyroid Eye Disorder (TED), and others.

**Dry Eye** is a condition that occurs when your eyes don't make enough tears to stay wet, or when your tears don't work correctly. The National Eye Institute estimates **nearly 16M Americans have dry eye**.

**Age-Related Macular Degeneration (AMD)** is an eye disease that can blur your central vision. According to The National Eye Institute, AMD, a common condition, is a leading cause of vision loss for older adults.

**Diabetic Retinopathy** is an eye condition that causes blindness and vision loss in people who have diabetes. Diabetic retinopathy can also lead to other serious eye conditions including **Diabetic Macular Edema (DME) and Neovascular Glaucoma**.

## TreatmentAnswers Data

Ophthalmologists reported **more than 60M office visits for the MAT ending June 2023**. Amongst the top three diagnoses were open-angle glaucoma (ICD-10 H401), Degeneration of macula and posterior pole (ICD-10 H353) and other disorders of lacrimal gland (dry eye ICD-10 H041).



► **Majority of patients are women**  
Females accounted for **56% of the visits** compared to only **46% of males**



► **averages 2.0 office visits per year**  
**Caucasian and African American patients** visited their ophthalmologists on **average 2.0 times/year** compared to Hispanic, Latino, or Spanish Origin at 1.7 and Asians at 1.3 times/year.



► **Typically treated with a prescription**  
**58% of patient visits** to an office-based HCP resulted in a prescription for drug therapy.

Source: AnswerSuite TreatmentAnswers

## PromotionalAnswers Data

Promotional Spend in the Ophthalmic market exceeded

**\$690 million**

in the 12 months ending June 2023.

Tepezza, indicated for thyroid eye disorder (TED) was the top promoted brand in the market with

**\$113 million**

in promotional spend.

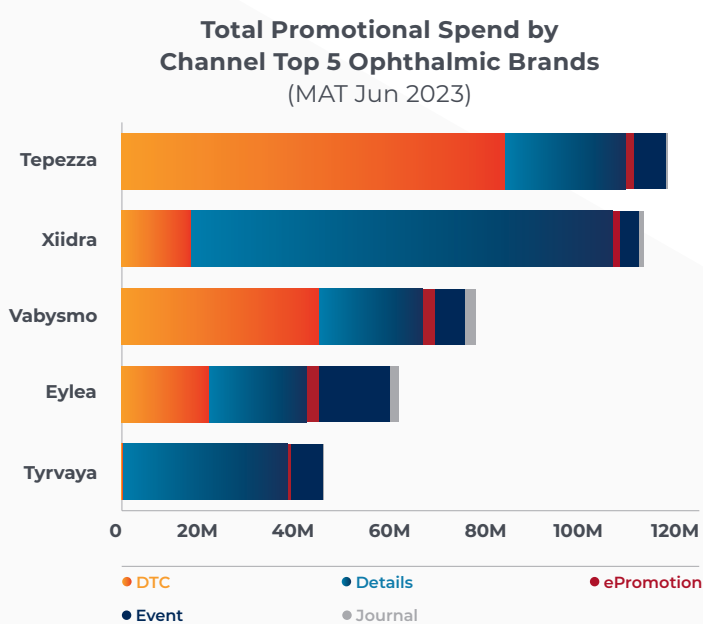
Of the top five products in the Ophthalmic market, Vabysmo (Wet AMD), and Tepezza (TED), each held a

**6.4 rating**

in terms of detail uniqueness, relevance, and believability by surveyed physicians in MAT June 2023 (on a scale of 1-7, with 1 being lowest and 7 being highest).

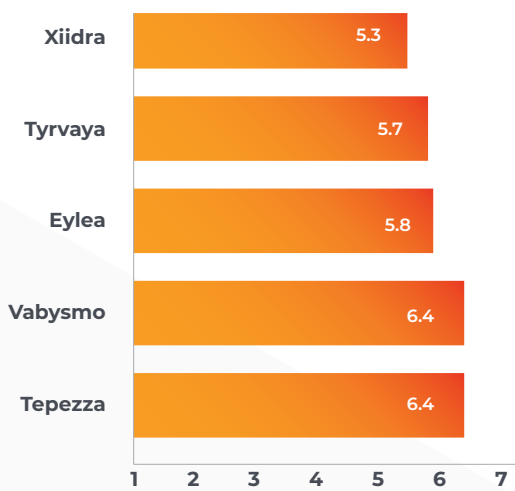
Detailing during drug rep interactions and direct-to-consumer advertising continues to be the primary focus of promotional efforts in the ophthalmic market.

Note: The Ophthalmic drug market was defined as products in USC: 61110, 61120, 61130, 61140, 61190, 61210, 61220, 61411, 61412, 61413, 61420, 61430, 61490, 61500, 61710, 61720, 61730, 61740, 61790



Source: AnswerSuite PromotionalAnswers/Kantar Media

**Detail Ratings**  
Uniqueness, Relevance & Believability  
(Scale 1 = Low, 7 = High).  
(MAT Jun 2023)



Source: AnswerSuite DetailAnswers

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

### CONTACT

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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 with 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 solution. 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.

