

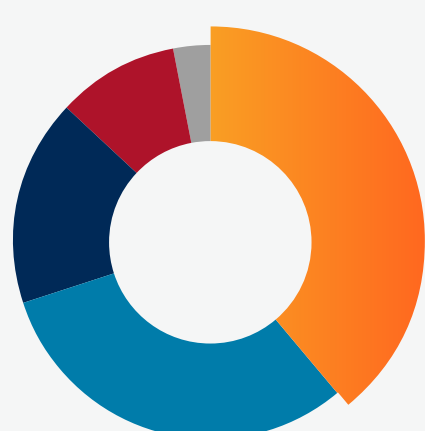
# AnswersOn 1H 2023 Review: The Top 5



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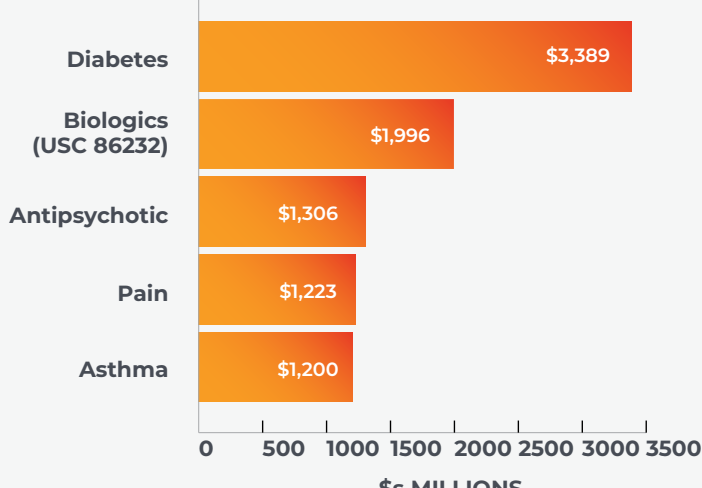
The total promotional spend in the biopharmaceutical industry has grown over the last year and a half, even with the shift in market landscape due to the Covid-19 pandemic. In 1H 2022, total spend in the biopharmaceutical market, including both personal and non-personal promotional, hit more than \$20 billion. The largest portion of this spend was allocated to detailing activities with HCPs. The top 5 markets in total promotional spend, in descending order, were diabetes, biologics, antipsychotic, pain and asthma. These five markets accounted for 45% of total industry promotional spend.

**Total Promotional Dollars by Channel**  
1H 2023



- 39% Detailing
- 31% Sample
- 17% Consumer
- 10% Event
- 3% ePromotion
- 0% Journal

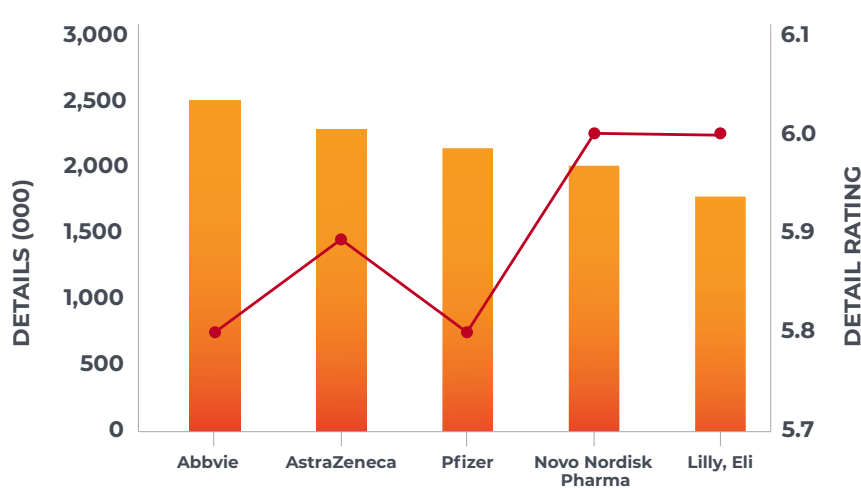
**Total Promotional Spend**  
Top 5 Markets - 1H 2023



## Top 5 Companies: Detail Volume

AbbVie was the leading company in details to HCPs in 1H 2023, with nearly 2.5M details. AbbVie was followed by AZ, Pfizer, Novo Nordisk and Eli Lilly in detail volume, respectively. Novo Nordisk and Eli Lilly both scored the highest detail rating by panel HCPs in terms of uniqueness, relevance and believability, with a score of 6 out of 7.

**Top 5 Companies by Detail Volume**  
1H 2023



## Top 5 Products: Detail Volume

Jardiance, promoted by Boehringer Ingelheim, was the top detailed brand in 1H 2023 with approximately 786K details. HCPs rated Jardiance details 5.9 out of 7.0, in terms of uniqueness, relevance, and believability. Notably, HCPs increased their Jardiance rating to 6.0 if the detail contact was in person, and lowered the rating to 5.6 if the contact was by remote means (phone or internet). The remaining top 5 included Ozempic, Farxgia, Eliquis, and Mounjaro.

Top 5 Detailing Brands 1H 2023	Total Details (000)	Total Detail Rating	In-Person Detail Rating	Remote Detail Rating
1 Jardiance	786	5.9	6.0	5.6
2 Ozempic	775	6.1	6.0	6.2
3 Farxgia	717	6.0	6.0	6.0
4 Eliquis	645	5.8	5.8	5.8
5 Mounjaro	607	6.2	6.2	6.0

Source: Answersuite Promotional / Answers/Kantar Media

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 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.