

AnswersOn...

Arthritis most commonly consists of joint pain, stiffness and tenderness. There are over 100 types of arthritis that present with different symptoms, locations and treatment options.

TreatmentAnswers Data

In 2021, TreatmentAnswers reported the following about three of the most common types of arthritis:

Treating specialty varies depending on **type of arthritis and disease progression**.

While some patients receive treatment by their primary care physician (PCP), others require a specialist with advanced experience in the specific arthritis diagnosis and treatments.



OSTEOARTHRITIS

Orthopedic surgery is the top treating specialty, with **34.5%** of office visits.



RHEUMATOID ARTHRITIS

Rheumatology is the top treating specialty, with **52.4%** of office visits.



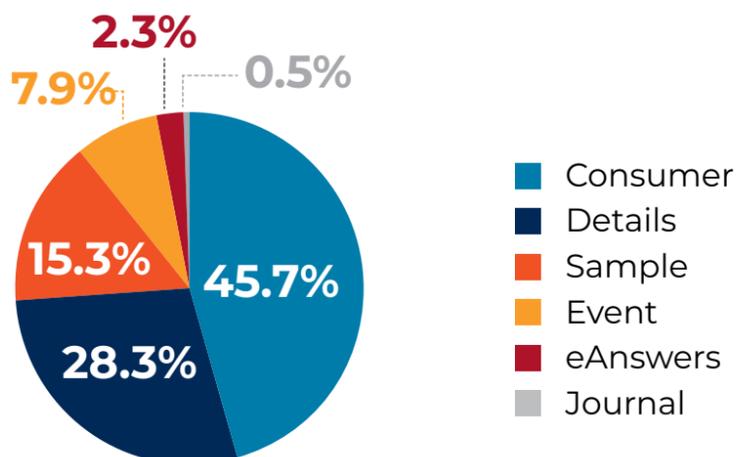
GOUT

PCPs (IM/GP/FM/DO) are the top treating specialty, with **46.7%** of office visits.

Source: AnswerSuite TreatmentAnswers (Gout=ICD-10 M10, Rheumatoid Arthritis=ICD10 M06, Osteoarthritis=ICD-10 M15-M19)

PromotionalAnswers Data

Arthritis Market Promotional Mix (MAT November 2021)



Biopharmaceutical companies spent **approximately \$1.9B on the promotion of arthritis prescription brands** in the 12 months ending November 2021. Nearly half of dollar spend (\$847M) was allocated to direct-to-consumer advertising.

Arthritis TV Advertising (MAT November 2021)

	\$	%
Total	\$846,589,608	100.0
CBS	\$115,392,800	15.3
ABC	\$104,374,600	13.8
NBC	\$100,429,500	13.3
FOX	\$40,654,400	5.4

Arthritis market direct-to-consumer (DTC) advertising was heavily focused on TV, with **89.3% of the DTC budget spend**.

Source: AnswerSuite PromotionalAnswers/Kantar Media (Arthritis market=USC 09110, 09120, 09130, 09140, 09150, 09200)

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 Insight supports different use cases through a unique proprietary survey. Custom Insights answer a multitude of questions such as: What is HCP 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.