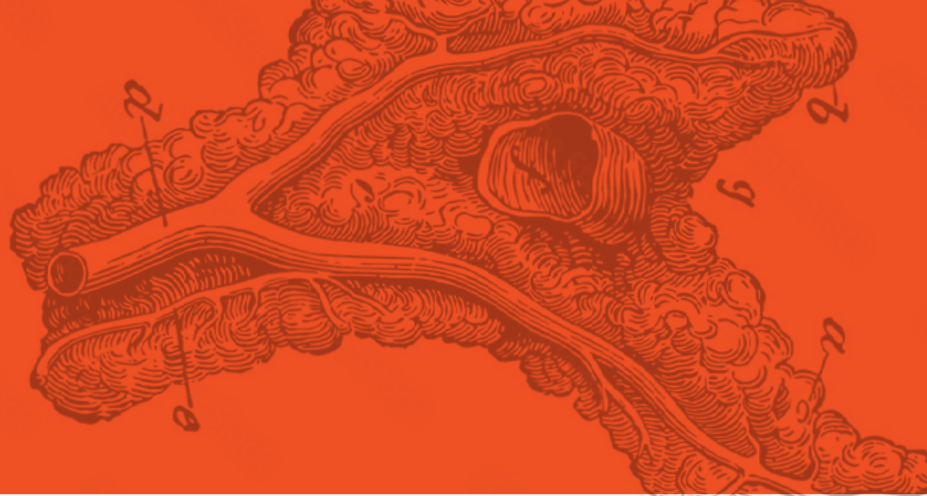


AnswersOn...

Diabetes

Diabetes is a chronic health condition that affects how the body converts food to energy.



The most common type of diabetes is type 2 diabetes. In type 2, the body does not use insulin properly. While some patients may manage their type 2 diabetes with diet adjustments and exercise, others may become dependent on drug therapy or insulin.

In type 1 diabetes, the body does not have the capability to produce insulin. Insulin therapy is necessary to control type 1 diabetes and live a healthy life.

TreatmentAnswers Data

In 2021, HCPs reported the following about their type 2 diabetic patients:



62.8 MILLION
office-based visits were seen



SEEN 2.9 TIMES
per year on average



EVENLY SPLIT BY GENDER
with **51% male** and **49% female**



81.5%
of office-based visits resulted in a Rx



Source: AnswerSuite TreatmentAnswers (Type 2 Diabetes is defined as ICD-10 E11)

PROMOTIONAL ANSWERS DATA

During the 12 months ending November 2021, biopharmaceutical companies

SPENT APPROXIMATELY \$4.5 BILLION

in promotional spend in the diabetes market (both type 1 and 2).

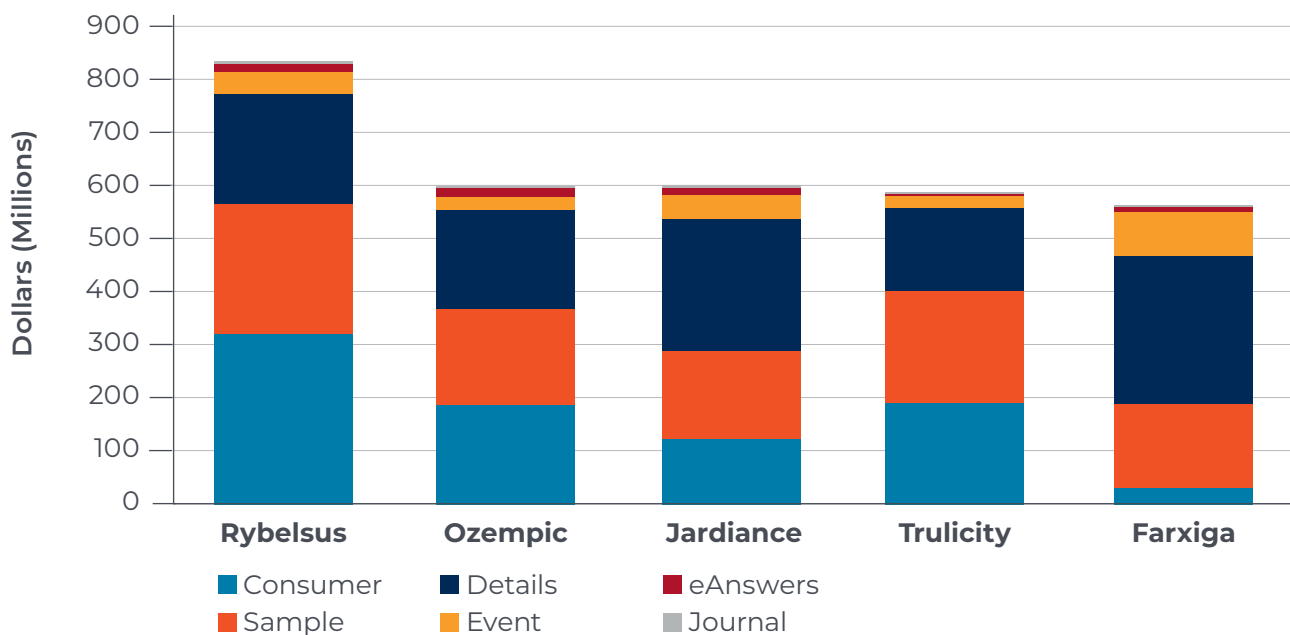
The top spending drug was **Rybelsus** with

\$830M
IN SPEND.

Rybelsus, which launched in November 2019, allocated almost 40% of their promotional budget toward consumer advertising.

Rybelsus spend was followed by **OZEMPIC, JARDIANCE, TRULICITY AND FARXIGA**, respectively.

Diabetes Market Promotional Spend Top 5 Drugs (MAT November 2021)



Source: AnswerSuite PromotionalAnswers/Kantar Media

Reach out to one of our AnswerSuite experts for a complimentary report. Contact gina.barbetta@syneoshealth.com OR 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.