

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

For the MAT ending August 2023, HCPs reported the following about their type 2 diabetic patients:

Seen 2.9 times per year on average

64.8 million office-based visits were seen

Evenly split by gender with 50% female, 49% male and 1% unspecified

77% of office-based visits resulted in a Rx

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

PromotionalAnswers Data

Between **June 2022 and June 2023**, biopharmaceutical companies...

During the MAT ending in June 2023, biopharmaceutical companies spent approximately

\$6.1 billion

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

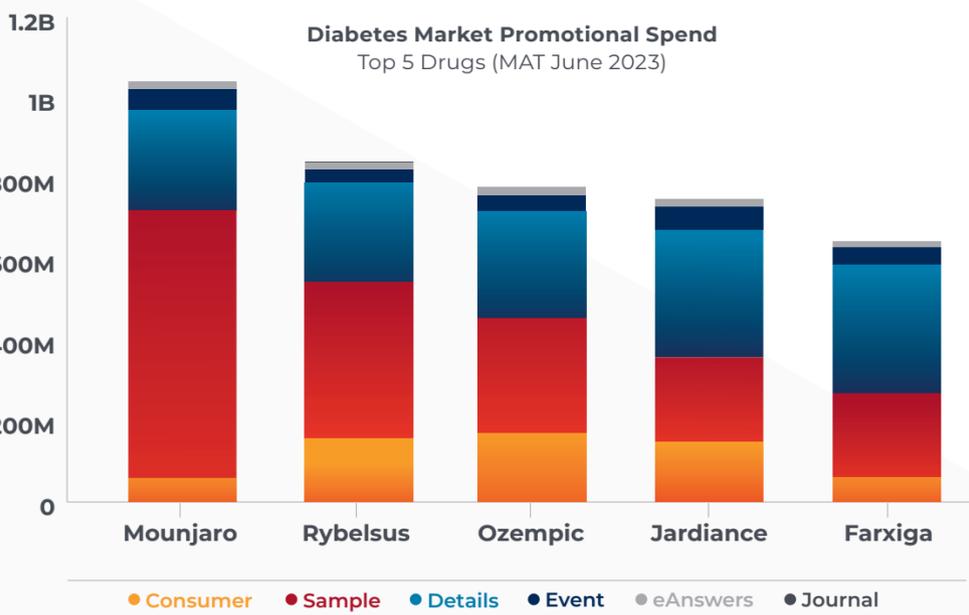
The top spending drug was Mounjaro with

\$1.1 billion

in spend.

Mounjaro, which launched in June 2022, allocated almost 64% of their promotional budget toward sample spend.

Mounjaro spend was followed by **Rybelsus, Ozempic, Jardiance, and Farxiga**, respectively.



Source: AnswerSuite PromotionalAnswers/Kantar Media

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

CONTACT

gina.barbetta@syneoshealth.com
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 the actions are being taken and inform multiple business strategies.

