

Irritable Bowel Syndrome (IBS) is a gastrointestinal condition in which abdominal pain is associated with a range of other symptoms.

Typically, these symptoms include diarrhea, constipation, interchanging episodes of diarrhea and constipation, bloating, urgency and mucus in stool. Symptoms can change over time and vary by patient. There may be periods when IBS symptoms flare up as well as periods of remission. Nearly **3.4M office visits** were associated with Irritable Bowel Syndrome in 2021.

TreatmentAnswers Data

In 2021, **physicians reported** the following regarding office visits with their IBS patient population:



MAJORITY OF PATIENTS ARE WOMEN

77.0% of office visits were with female patients.



MAJORITY ARE BETWEEN THE AGES OF 18 AND 45

63.5% of patients seen are between the ages **18 to 45**.



OVER HALF ARE SEEN BY A SPECIALIST

52.5% of patients were seen by a gastroenterologist, while **26.8%** were seen by a **PCP**.



IBS IS TYPICALLY TREATED WITH A PRESCRIPTION

93.2% of office visits resulted in a **prescription** for drug therapy.

Source: AnswerSuite TreatmentAnswers

PromotionalAnswers Data

Between December 2020 and November 2021, Biopharmaceutical companies...

SPENT APPROXIMATELY \$421 MILLION

on the promotion of IBS prescription brands



Source: AnswerSuite PromotionalAnswers/Kantar Media

Linzess, indicated for Irritable Bowel Syndrome with Constipation (IBS-C) or Chronic Idiopathic Constipation (CIC), led the IBS prescription market in promotional spend with

\$163M ACROSS ALL CHANNELS

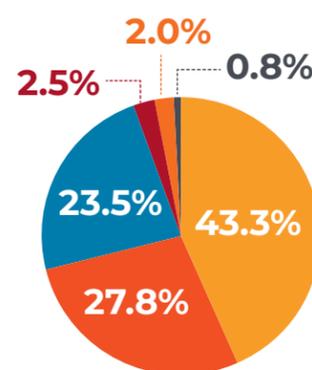
Direct-To-Consumer advertising accounted for

\$38.3 MILLION

or 23.5% of Linzess' spend, which included TV, magazine and Internet

Linzess Promotional Spend Mix Share of Voice (December 2020-November 2021)

- Office Details
- Office Sampling
- Consumer
- NP/PA Details
- Event
- ePromotion



Source: AnswerSuite PromotionalAnswers/Kantar Media

Similar to most products in the gastrointestinal space, Linzess allocated

73.1% OF PROMOTIONAL INVESTMENT

Office details, NP/PA details and Sampling

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 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.