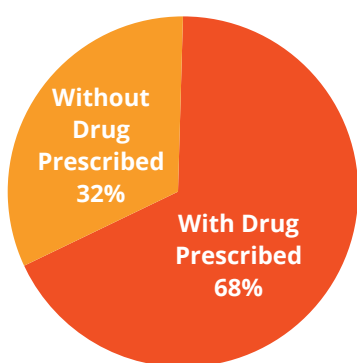


## Prescribing Trends

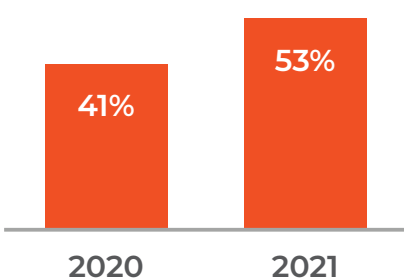
Patients were 13% more likely to receive a prescription from an HCP visit in 2021 versus 2020. In 2021, 68% of office visits resulted in a prescription being written versus only 60% the previous year.

% of 2021 Office Visits with Drug Prescription Written



Though biopharmaceutical consumer advertising spend increased by 2.3% in 2021, patient requests for a specific drug therapy remained constant YoY at 12% of all HCP office visits. However, HCPs were 30% more likely to grant a drug request than in 2020. In 2021, 53% of patient requests were granted, versus only 41% in 2020, demonstrating the growing influence of patient requests and self-advocacy on treatment/drug selection.

% of Patient Drug Requests Granted by HCP

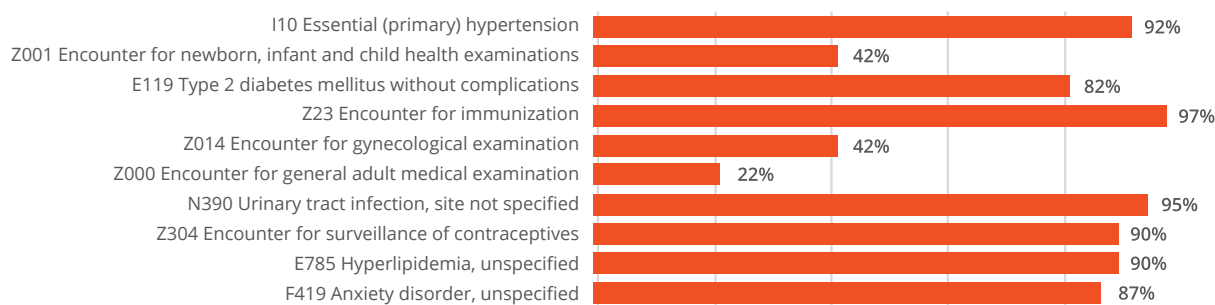


In 2021, a shift occurred in the typical behaviors demonstrated by both patients and healthcare providers.

Healthcare Providers reported an increase in the number of routine and non-acute office visits from patients, after a decline in 2020 due to the pandemic. In addition, there was a higher rate of prescription writing, in terms of percentage of total office visits, compared to 2020. HCPs also increased willingness to grant a specific drug therapy when presented with a patient request.

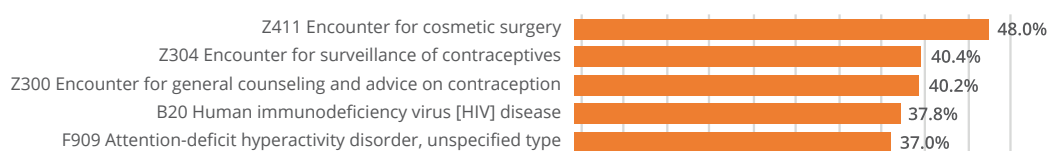
Of the top 10 diagnoses in 2021, those related to an acute or chronic condition were highly likely to have an associated drug prescription. Though the rate of prescriptions decreased for routine exams, 42% of office visits included a drug prescription for newborn, infant and child health examinations as well as gynecological examinations.

Top 10 Diagnoses Visits  
% of Visits with Rx



Patient requests for prescription drugs varied by disease state; however, some of the highest rates of patient drug requests in 2021 were for office visits related to plastic surgery, contraceptives, HIV and ADHD.

% of Office Visits with Drug Request  
Top Diagnoses (ICD-10 4-digit)



Source: AnswerSuite TreatmentAnswers; AnswerSuite ConsumerAnswers; Kantar Media

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

Contact [gina.barbetta@syneoshealth.com](mailto:gina.barbetta@syneoshealth.com) OR [jennifer.brunner@syneoshealth.com](mailto: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.