

AnswersOn...

Schizophrenia is a serious long-term mental illness that affects a patient's ability to think clearly, cope with emotions and behave appropriately.

Patients diagnosed with schizophrenia may experience **symptoms of hallucinations, delusions, negative symptoms, cognitive issues and disorganized thoughts.** More than **5.6M office visits** were associated with schizophrenia in 2021.

Source: AnswerSuite TreatmentAnswers (diagnosis defined as ICD-10 F20)

TreatmentAnswers Data

In 2021, HCPs reported the following regarding office visits with their schizophrenia patient population:



68.2%
were with
male patients



51.9%
of newly diagnosed
male patients were
between the
ages of 18-34



21.1%
were seen by a
nurse practitioner



Patients are seen
on average
5.8
times per year

Source: AnswerSuite TreatmentAnswers

PromotionalAnswers Data

Caplyta, an atypical antipsychotic indicated for the treatment of schizophrenia in adults, was approved by the FDA in December 2019.

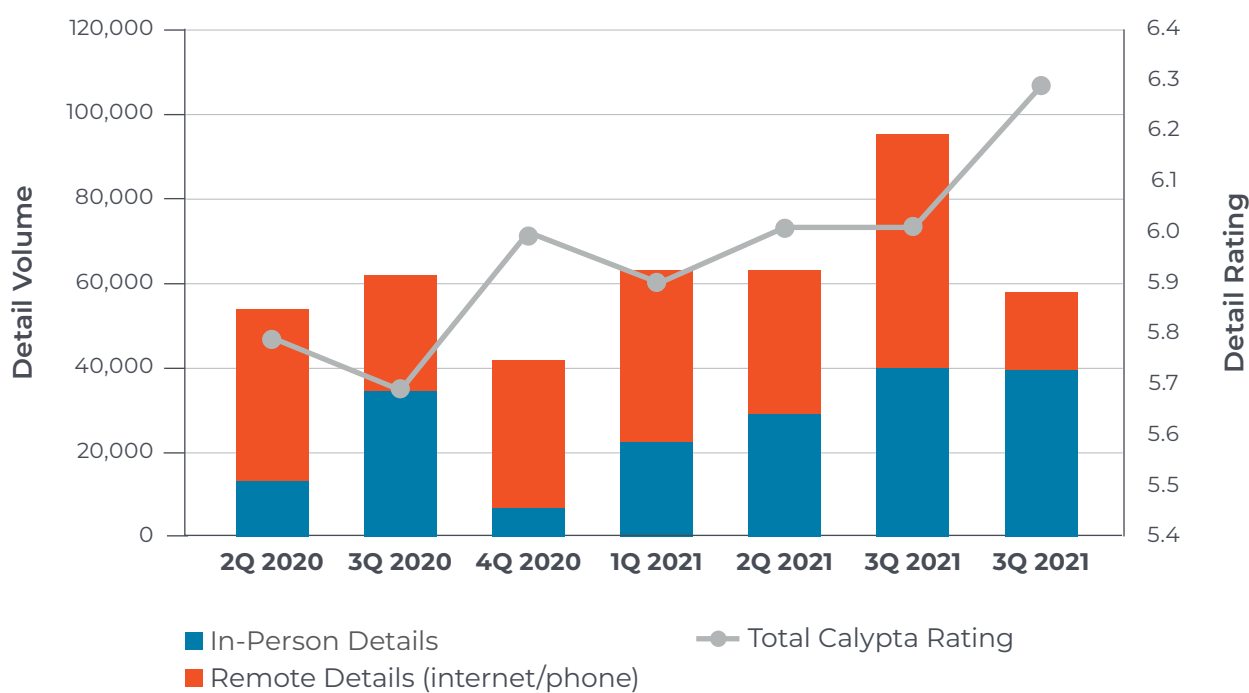
Intra-Cellular Therapies announced availability of Caplyta in late March 2020, during the start of the COVID-19 global pandemic. Shutdowns and changing office policies necessitated the shift toward remote detailing as the company educated HCPs about the newly approved drug. In 4Q 2021, for the first time, in-person details outnumbered remote details as the means of contact for the Caplyta sales organization.

The DetailAnswers panel of HCPs rates company details—in terms of uniqueness, relevance and believability—on a scale of one to seven (one = not at all; seven = highly).

Caplyta detail ratings have steadily increased in 2021.

In the 4Q 2021, Caplyta achieved its highest detail rating since launch with a score of 6.3.

Caplyta Detail Volumes & Ratings by Contact Type



Source: AnswerSuite PromotionalAnswers/Kantar Media
CAPLYTA is a trademark of INTRA-CELLULAR THERAPIES, INC.

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.