

AnswersOn...

Cardiologists are specialists with extensive training and professional experience in diagnosing, treating and preventing diseases of the heart and blood vessels.

A cardiologist is consulted or referred to by a primary care physician if a patient presents with a significant heart or related condition, such as:



shortness of breath



chest pains



dizzy spells



heart murmurs

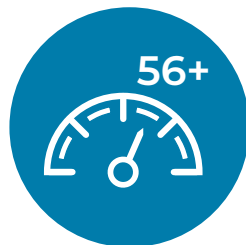


irregularities in EKG results

In 2018, the American Medical Association reported **17,298 office-based cardiologists** and **4,867 hospital-based cardiologists** actively practicing in the United States.

TreatmentAnswers Data

In 2020, cardiologists reported the following regarding their patient population and office visits:



55.3M OFFICE VISITS WERE MADE IN 2020

80.4% of patients are over the age of 56 and saw their cardiologist more than **twice a year**.



THREE DIAGNOSES DOMINATE THE CONVERSATION

Essential (Primary) Hypertension, Atrial Fibrillation and Flutter, and Disorders of Lipoprotein Metabolism and Other Lipidemias account for **49.9% of cardiologists' patient interactions**.



77.5% OF PATIENTS RECEIVED A PRESCRIPTION

Approximately **57.1% of visits** also included a discussion of a **non-drug therapy** such as diet, exercise or both.

Source: AnswerSuite TreatmentAnswers

PromotionalAnswers Data

SPENT \$430.9 MILLION

in personal selling efforts to cardiologists in 2020

THERE WAS A 3.1% DECREASE

in detail spend to cardiologists in 2020 compared to 2019



ON A MONTHLY BASIS,

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

Of the Top 5 companies in detailing volume in 2020, **cardiologists rated Novartis the highest** among these attributes with an average score across the twelve months of 6.1.

AstraZeneca led the industry in detail volume in 2020, with approximately

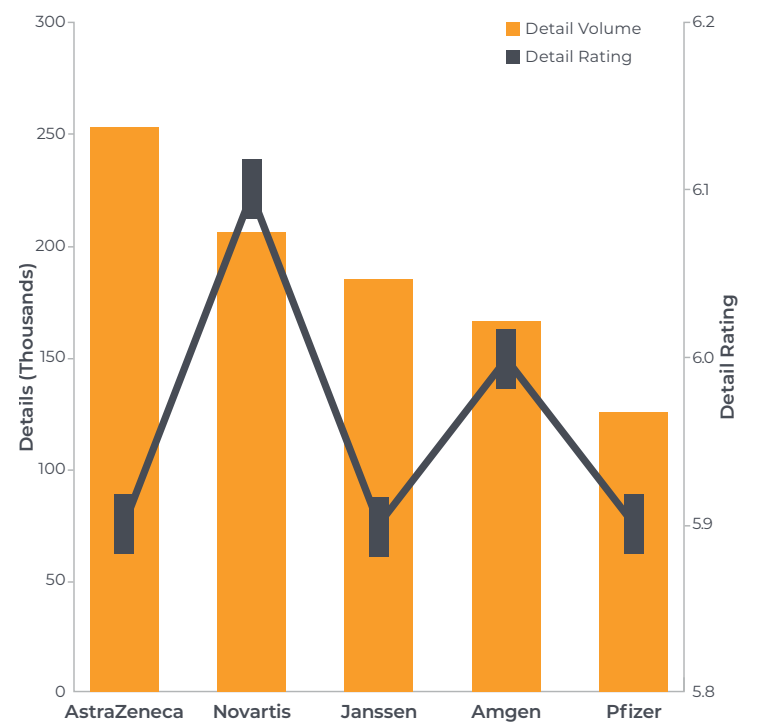
252K DETAILS TO CARDIOLOGISTS

The majority of these details discussed their diabetes and antiplatelet drugs, Farxiga and Brilinta. They were followed by Novartis, Janssen, Amgen and Pfizer, who comprised the Top 5 companies reaching the specialty.

Source: AnswerSuite DetailAnswers

Details to Cardiologists

(Top 5 Companies—2020 Volume & Rating)



In 2020, **31.7%** of all details to cardiologists were **remote (phone or Internet)**. This was caused by the large shift toward **virtual engagement** due to COVID-19.

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.