

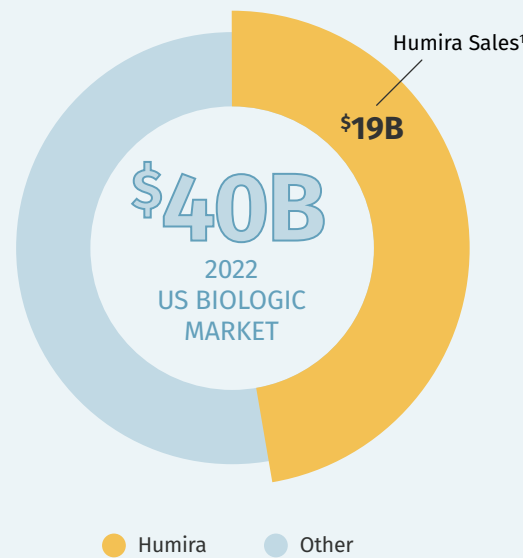


HCP Engagement and Awareness in the Emerging Biosimilar Landscape


As the biosimilar market grows in opportunity – and competitiveness – here’s what brand teams need to know

Cresting the Biosimilars Wave

The pharmaceutical industry is fast approaching the crest of the forthcoming biosimilar wave – with multiple brands now competing for a share of the US biologic market.




20+
biologic products with US patent expiry between 2022 and 2024²



40
FDA-approved biosimilars²



What Drives Medication Switching – and Where Are the Barriers?

60%
 60% of generic switching is due to cost³ – but the scientific nuances of biologics and biosimilars make the situation more complicated – and less familiar.

Not all physician specialties may be equally comfortable prescribing biosimilars, and there’s a clear gap between comfort and the motivation to switch their patients, as well as notable concerns about efficacy.

Rheumatologists

62%
are very comfortable prescribing biosimilars

36%
have concerns about biosimilar efficacy

18%
believe the economics are favorable enough to switch

Gastroenterologists

86%
are very comfortable prescribing biosimilars

31%
have concerns about biosimilar efficacy

36%
believe the economics are favorable enough to switch

Dermatologists

35%
are very comfortable prescribing biosimilars

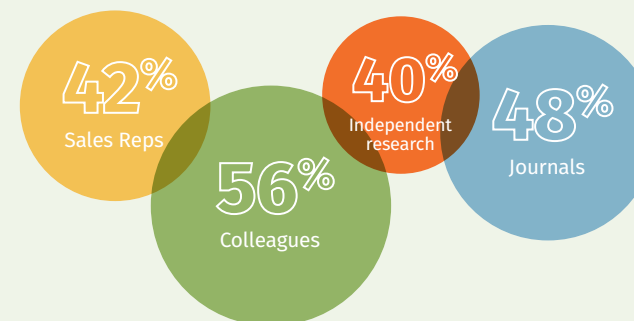
48%
have concerns about biosimilar efficacy

12%
believe the economics are favorable enough to switch

Education Matters: Shifting from Theory to Action


Currently, there is no singular / dominant source where physicians are learning about biosimilar availability, none are embedded in the care journey, and most rely on circumstance or resource-intensive channels.

Top ways physicians learn about new biosimilars³



To mitigate the disconnect between theoretical comfort and action, biosimilar brands need to make critical information consistently available at the point-of-care – but it needs to be the right information, at the right time.

Prioritizing Relevance and Education – Not Marketing

59%
 59% of HCPs agree or strongly agree that information is more valuable when it aligns with the patient they are treating³

Content matters – especially given potential hesitations around biosimilar prescribing. Aligning information on clinical performance, safety, formulary status, formulation, or interchangeability designation to specific points in the care journey means HCPs have the knowledge they need to make the best care decision for that specific patient.

Delivering Relevance: Three Questions Every Biosimilar Brand Should Ask

To meet physicians’ needs for personalized, relevant and timely biosimilar information and education, it’s critical that brand information is delivered to HCPs in the context of the clinical workflow and specific patient care needs.

Here are three questions your brand should be asking about your current physician marketing approach, as well as guidance on how to increase engagement impact and drive patient acquisition.



1. How Are You Prioritizing Your NPI List?

Patient panels change over time – which means that not all physicians are equally strong candidates for outreach – or will find brand information equally relevant. If you’re not taking a data-driven approach that focuses on identifying HCPs with the highest concentration of reference brand patients within a given period of time, your brand could be missing the chance to direct resources towards reaching and saturating the highest-value market.



2. Are You Predicting Patient Switching Before It Happens?

Brand teams are the experts on their biosimilar – and the patients it is most likely to benefit. By exploring AI-driven models that apply your ideal profile to real-time patient panels and proactively communicate key information to their care team, you can help prompt conversations about switching at the moment treatment decisions are being made.



3. How Integrated Are Your Marketing Channels?

In today’s competitive, saturated markets it’s not enough to rely on a small number of communication channels – or to approach those channels in a siloed way. Digital channels like the EHR, social media, or online platforms offer greater cost- efficiency, but only when physician-level engagement data is being integrated and shared to determine where and when HCPs are most likely to see – and value – brand content.

How did your biosimilar team answer?

If you’re concerned about identifying, reaching, or educating physicians about your biosimilar, or looking for a most cost-efficient way to differentiate your brand from competitive options and drive prescription volumes, connect with our team today.

1. 2022 total USA sales of biologic drugs with patent expirations in 2022-2024. EvaluatePharma, June 2023.

2. Cardinal Health, [2023 Biosimilars Report](#)

3. OptimizeRx survey of 120+ physicians, March 2023.