ATOPIC ECZEMA/DERMATITIS

DUPILUMAB PENETRATION FIFTEEN MONTHS POST LAUNCH

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Introduction: As the first biologic in the atopic dermatitis market, dupilumab has had positive uptake among dermatologists. Though common barriers for new agents, such as insurance coverage and costs have impacted potential use.

Objectives: To track dupilumab uptake post-launch and assess dermatologist use and attitudes of the first atopic dermatitis biologic.

Methods: An independent market analytics firm collaborated with US dermatologist (n=100) to conduct an analysis on the atopic dermatitis market in mid-July 2018. Data included physician demographics, attitudinal survey responses, new product uptake, and pipeline agent awareness and perceptions.

Results: Nearly all collaborating dermatologists are aware of the FDA's approval of dupilumab in 2017. The majority of dermatologist report dupilumab surpassed overall expectations, particularly in regard to efficacy and safety. The biologic is considered a significant advance over other treatments for atopic dermatitis. As of July 2018, the number of patients initiated on dupilumab has been steadily increasing with nearly two-thirds of specialists reporting current use of the drug. However, nearly 60% discontinued at least one patient, leading to 13% of all patients initiated having been discontinued, with insurance and out of pocket costs the leading reasons for ceasing treatment.

Conclusion: As the first biologic to enter the atopic dermatitis market, dermatologists are satisfied with dupilumab and have been increasing prescriptions since launch in early 2017. While not uncommon for newly launched brands in the United States, barriers to increase dupilumab often include insurance coverage and patient out of pocket costs, factors that are also leading reasons for patient discontinuation.