

BIOSIMILAR EDUCATION

who knows what about
biologic generics and how
are they making decisions

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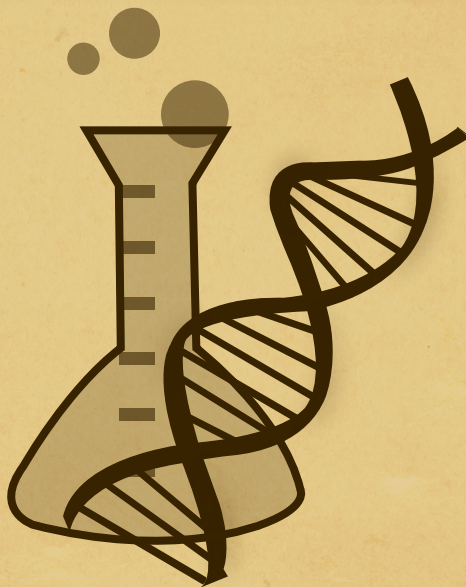
WHAT ARE BIOSIMILARS?

biosimilars (bīō'simēlərs) noun – a term used to describe officially approved subsequent (or “generic”) versions of innovative biopharmaceutical products made by a different manufacturer following patent and exclusivity expiry of the innovator product.

THE U.S. CONSUMER

38%

don't know
if their main
medication
is chemical
or biologic.



46%

have never
heard of
biologic
medicines.

So how do they make decisions regarding medication?

THE DECISION-MAKERS

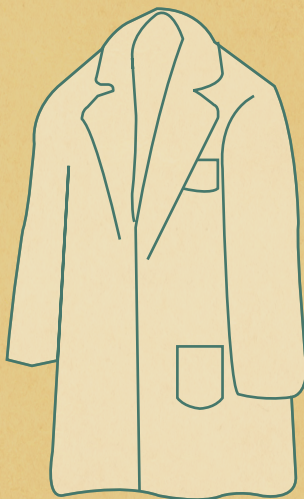
DOCTORS

&

PHARMACISTS

82%

of patients say
their doctor
decides the
brand of their
medication.



69%

of patients at least
occasionally
consult a
pharmacist on
which drug to take.

AND

Most patients will stay on a more expensive
brand name drug if their doctor recommends it.

THE PROBLEM

54%

of primary care
physicians

&

78%

of pharmacists

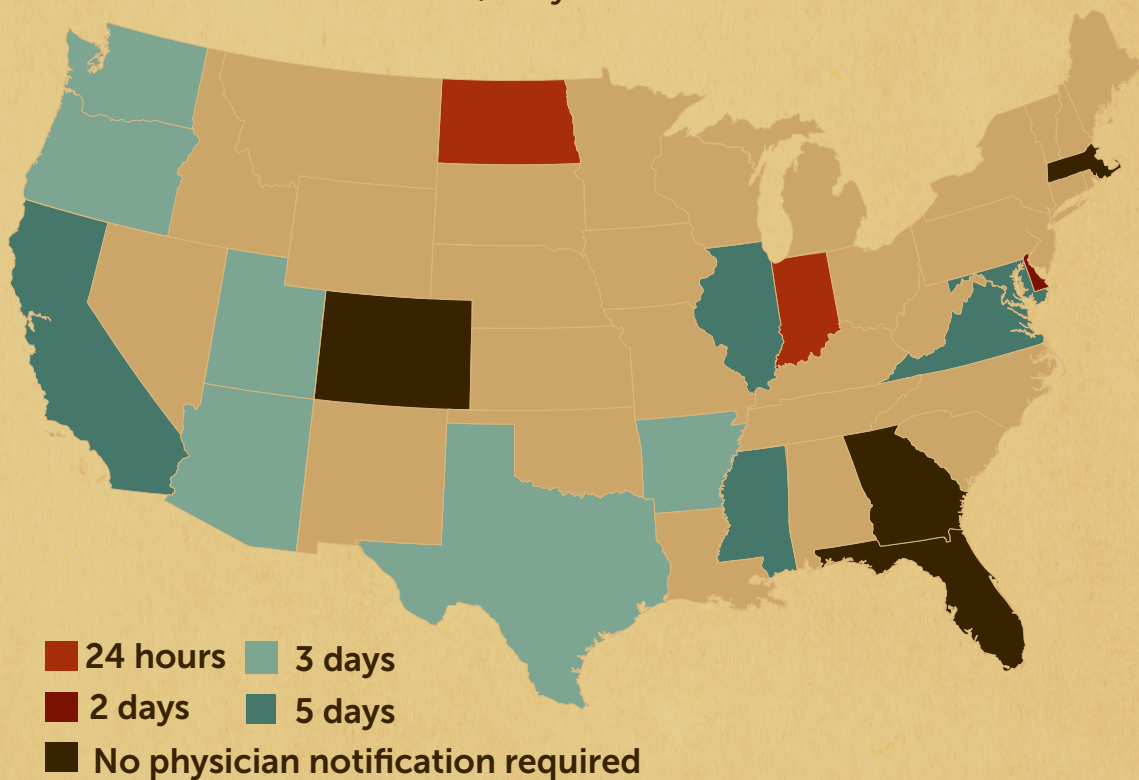
can't define 'biosimilars'

THE LAW

FDA guidance around biosimilars is currently in draft form. State legislatures have seen an influx of bills on biosimilars, but the details vary.

PHYSICIAN NOTIFICATION

In all states, doctors can block a generic switching at the pharmacy level with a "dispense as written" instruction, but some states put additional responsibility on the pharmacist to notify the prescribing practitioner if a biosimilar switch is made. The timelines for notification, shown below, vary from state to state.



THE EFFECTS OF PATIENT EDUCATION

ISR measured the relative importance of attributes for driving drug choices. Half the respondents were given a definition of a biologic, and half were not. Here's how that knowledge affected the relative importance of a doctor recommendation.

NOT GIVEN DEFINITION

vs.

GIVEN BIOLOGIC DEFINITION

62%

53%

Find out which attributes became more important when patients were given the biologic definition in ISR's *Public Knowledge, Perceptions, and Intentions for Biologic and Biosimilar Medicines* report.

IMPLICATIONS FOR PHARMA

Patients are relatively unaware of biosimilars, and ISR's portfolio of biosimilar research suggests that healthcare professionals (physicians, pharmacists, oncologists) are also unfamiliar with biosimilars and should not be overlooked as education targets.

SOURCES:

Industry Standard Research
(Biosimilar Primer Series)
www.openstates.org
DIA Daily



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