Mobile Health is Poised for Growth

TRENDING NOW: As the use of technology increases, particularly smartphones, it is more important than ever for life-sciences companies to reach patients beyond the point of care to drive engagement.

Only 16% of those surveyed use health apps, but that number is expected to triple in the next six months, according to a survey by ORC International commissioned by Ruder Finn. The survey aimed to gain insights on how U.S. consumers are using mobile devices to manage their health, as well as how technology platforms for healthcare services, specifically mobile apps, could be designed to better meet consumers' needs as users and patients move forward.


Jen Long

» Our survey aims to provide perspectives for health organizations on how the mobile health landscape is evolving and what features are critical to consumer adoption at this stage in the mobile health evolution," says Jen Long, senior VP and director of technology and innovation, Ruder Finn.

Additional findings include:

» Consumers ages 35 to 44 are most likely to use mHealth apps, with 23% leveraging health apps.

» About 59% of households with children say they are likely to use mHealth technology over the next six months versus 42% of those without.

» More than half of respondents who suffer from chronic conditions (53%) say they are likely to use mobile health technology.

» Almost half of respondents (48%) said they are likely to use mHealth technology within the next six months, which is triple the reported current usage among respondents (16%).

» Among those saying they currently use a health app, most relate to lifestyle rather disease management. The top three apps reportedly used by respondents include: healthy eating apps (49%), followed closely by fitness/training (48%), and calorie counter apps (48%).

» Survey respondents are looking for apps that provide access to test results (42%), monitoring devices that can alert caregivers, doctors, and nurses if a patient has a health emergency (33%) and an app that provides access to patient health records from mobile devices (30%).

For more information, visit ruderfinn.com.

More Than 900 Biologic Medicines AND VACCINES ARE IN DEVELOPMENT

America's biopharmaceutical companies are using biological processes to develop 907 medicines and vaccines targeting more than 100 diseases, according to a new report by the Pharmaceutical Research and Manufacturers of America (PhRMA).

The report cites biologics in human clinical trials or under review by the FDA, such as:

» 338 cancer therapeutics that target several different types of solid tumors, leukemia, and lymphoma;

» 134 vaccines for infectious diseases;

» 71 medicines for autoimmune diseases including lupus, multiple sclerosis, and rheumatoid arthritis; and

» 58 treatments for cardiovascular disease.

For more information, visit phrma.org.

Drug Waste in MEDICARE

A new study from Visante, released by the Pharmaceutical Care Management Association (PCMA), debunks the wastage myths of prescriptions filled in Medicare Part D. The survey found that only 1% of dispensed medications are not taken by patients.

"Wastage has been a red-herring pushed by the drugstore lobby to undermine mail-service pharmacy in public and private programs," says PCMA President and CEO Mark Merritt. "The truth is patients and payers want more — not less — access to home delivery because it's more convenient and affordable."


Mark Merritt

Other findings include:

» More than two-thirds of medications wasted in Medicare are dispensed by drugstores.

» Mail-service pharmacies are typically used only after a patient has already been stabilized on several 30-day prescriptions dispensed by a local drugstore.

» Waste related to mail-service auto-refill prescriptions accounts for just 0.02% of medication dispensed in Part D.

In addition to greater convenience, mail-service pharmacies can save Medicare seniors, employers, unions, government employee plans, consumers, and other commercial-sector payers $46.6 billion in prescription drug costs over the next 10 years, according to a recent study.

For more information, visit pcmanet.org.

Medical Publication Team BUDGETS INCREASE

In the past four years, pharmaceutical and medical device companies have given increased attention to medical publication teams, according to Cutting Edge Information. More companies are creating dedicated groups to carry out medical publication strategies and, since 2009, have increased financial support for these teams.

From 2009 to 2011, low-output teams' budgets increased on average by 180%. Individual teams experienced budget increases ranging from 33% to 500%.

At the same time, high-output teams' average budget increase totaled only 15%; their budgets remained higher than those of low-output publication groups. Individual team budget changes between 2009 and 2011 ranged from a decrease of 17% to an increase of 67%.

For more information, visit cuttingedgeinfo.com. PV

USE YOUR QR CODE READER OR GO TO bit.ly/PV0513-Trax

Healthcare Providers
Find OTCs Reliable

TRENDING NOW: Amid a changing healthcare landscape, consumers and healthcare providers agree that OTC medicines are a trusted first line of treatment to alleviate symptoms.

Almost 98% of primary-care physicians, nurse practitioners, and pharmacists trust and recommend over-the-counter (OTC) medicines to their patients, according to a new survey by the Consumer Healthcare Products Association (CHPA). The survey conducted by Nielsen and IMS, on behalf of CHPA, explores insights into healthcare providers' and consumers' trust in OTC medicines.

"The more consumers educate themselves about their OTC treatment choices — and continue to talk with their physicians and pharmacists about their healthcare options — the better that is for improving the health of all Americans and delivering healthcare savings throughout the healthcare system," says CHPA President and CEO Scott Melville.

Other findings include:

» For a range of illnesses, 8 in 10 consumers use OTC medicines to relieve their symptoms without having to see a healthcare professional;

» More than two-thirds of consumers prefer to use OTC medicines instead of a prescription when available;

» Almost three-fourths of primary care physicians recommend OTC medicines to relieve symptoms before recommending a prescription treatment; and

» 84% of consumers say they trust their healthcare provider's advice on what OTC medicine they should take or give to others.

For more information, visit chpa-info.org.

RADIOPHARMACEUTICALS MARKET EXPECTED TO GROW

The global market for radiopharmaceuticals was valued at about $3.8 billion in 2011 and is expected to reach $12.2 billion by 2018 at a CAGR of 18.3% from 2012 to 2018, according to Transparency Market Research. North America led the global radiopharmaceuticals market with the highest market share as Canada continues to be the largest exporter of uranium and nuclear technology, forming the backbone of nuclear medicine and imaging studies. This growth is expected because of tremendous research and technological developments occurring worldwide and the increasing awareness about nuclear medicine and molecular imaging procedures. The radiopharmaceuticals market is studied based on end-user groups, medical isotopes, applications and geography. Technetium (Tc-99m) is the most widely used radioisotope for medical applications.

For more information, visit transparencymarketresearch.com.

THERAPEUTIC TRAX...

CANCER

As a company's oncology clinical trial progresses from Phase I to Phase III, trial duration typically lengthens the difference between projected and actual patient enrollment increases. During Phase I and Phase II trials, these durations average between 27.5 and 26.1 months respectively. The longest trial durations during these phases fall between 48 and 50 months. To compare, the average length of a Phase III trial, according to surveyed trial profiles, is about 41 months; with the longest Phase III trial topping 81 months.

Source: Cutting Edge Information, Oncology Clinical Trials: Drug Development Resources and Case Studies

For more information, visit cuttingedgeinfo.com.

The market for breast cancer therapies in the BRIC countries (Brazil, Russia, India, and China) will grow 8% annually over the next five years, from $1.7 billion to $2.5 billion.

The market's growth can be attributed to the launch of several premium priced agents, a gradual increase in the use of targeted therapies, and a rise in the incident population. The Brazilian breast cancer market is currently the largest of the BRIC and accounts for 50% of the total market share for breast cancer therapies.

Source: Decision Resources, Breast Cancer in the BRIC Markets

For more information, visit decisionresources.com.

CARDIOVASCULAR

Statins, a category of drugs employed to lower cholesterol levels, are increasingly under threat from non-statins and combination therapies (a mixture of statins and non-statins), but the primary threat to global revenue lies with the rise of generic variants. The global statins market declined in 2006 and 2007 due to patent expiries for Merck's Zocor (simvastatin) and Pravachol (pravastatin), but revenue has remained steady until recently. The US is expected to demonstrate substantial loss of revenue in the near future and is forecast to slip from a valuation of $10 billion last year to $5.8 billion in 2018, a depreciation of 42% in just six years.

Source: GBI Research, Statins Market to 2018 - Weak Product Pipeline and Shift of Focus towards Combination Therapies will Lead to Erosion of Brand Share

For more information, visit gbiresearch.com.

The world antithrombotic drug market will reach revenue of $24.3 billion in 2015. That pharma market generated $22.7 billion in 2011. That study shows the overall market for antithrombotic drugs will expand steadily from 2013 to 2023. This expansion is due to rising disease prevalence and increases in healthcare spending in developing countries. The strength of the antithrombotic drug market stems from the high profile of the conditions associated with thrombotic disease, which require long term drug treatment, generating a high volume of long-term drug sales.

Source: visiongain, Antithrombotic Drugs: World Market 2013-2023

For more information, visit visiongain.com

CENTRAL NERVOUS SYSTEM

In 2011, the global amyotrophic lateral sclerosis (ALS) market was estimated at $112 million. The market is expected to decline at a negative CAGR of 5.7% and is estimated at $70 million by 2019. The current treatment options are limited to Rilutek (riluzole) and off-label medications that offer symptomatic relief. The ALS pipeline has a few late-stage therapies that could potentially launch in the forecast period, such as ALS-02 (2015) and Radicut (edaravone) (in Japan only, 2013).

Source: GlobalData, Amyotrophic Lateral Sclerosis - Analysis and Market Forecasts to 2019

For more information, visit globaldata.com.

DIABETES

India is the second diabetes capital of the world after China, with the treatment market growing at a double-digit year-on-year growth rate, presenting both domestic and multinational companies with promising opportunities. The Indian pharma market will reach a value of US$1.45 billion in 2018. The R&D product pipeline for diabetes, dominated by oral anti-diabetic agents, consists of 194 molecules at various stages of clinical development, the majority being in Phase III trials. The launch of some of these pipeline molecules is anticipated to improve treatment and compliance rates and drive the anti-diabetic market in the forecast period.

Source: GBI Research, Diabetes Therapeutics Market in India to 2018

For more information, visit gbiresearch.com.

MULTIPLE SCLEROSIS

The MS market has become increasingly competitive with the emergence of oral therapies, several pipeline products with notable efficacies, and looming biosimilars following the patent expiries of key branded products. Therefore, the established players are due to face major challenges in maintaining their position in the MS marketplace.

Source: Global Data, Multiple Sclerosis - Global Drug Forecast and Market Analysis to 2022

For more information, visit globaldata.com.