Biosimilars Advisory Service: Acceptance of Biosimilars Across Physician Specialties | US, France and Germany | 2015

Gaining physician confidence is critical to securing a meaningful position in developed markets; therefore, understanding their concerns about biosimilar products should be an important part of development and marketing strategies. We conducted primary market research with specialist physicians across the United States and Europe to understand their perspectives on biosimilars and their expectations for use. To understand how physician attitudes vary across therapeutic fields, we surveyed six different types of specialists and posed questions about key topics that will influence uptake. We uncovered the trends in physician perceptions about biosimilars over time and how physicians from different specialties and geographies vary with respect to their opinions on automatic substitution, indication extrapolation, drivers and barriers of uptake, clinical concerns and requirements, and competition from new innovative biologics. This report is part of Decision Resources Group’s Biosimilars Advisory Service, which provides in-depth market analysis supported by our primary market research with physicians and payers and delivered through regular webinars that put major events into context. Interactive forecasts allow assessment of market opportunities and strategically focused reports help shape biosimilars development and defense strategies.

Questions Answered in This Report:

- Understand surveyed physicians’ current level of familiarity with issues associated with biosimilars. How has familiarity with biosimilars evolved over time in Europe and the United States? What are physicians’ opinions on indication extrapolation and how do these attitudes vary by specialty and region? Are physicians familiar with the pharmacy-level substitution rules in their respective countries?

- Understand the drivers and barriers of biosimilar use among physicians from different specialties. According to physicians, which factors will stimulate uptake of biosimilars and how does this vary by country? What are physicians’ concerns about using biosimilars and how do they vary by specialty? Which companies do physicians trust most as manufacturers of biosimilars?

- Understand how physicians’ attitudes translate to expected use of biosimilars. How will physicians adopt biosimilars initially and does this vary by specialty? How will physicians choose between multiple biosimilars of the same reference product? Do physicians expect to
use higher-cost biobetters once biosimilars are available?

Scope:
Markets covered: United States, France, and Germany.
Primary research: Online quantitative survey of 563 specialty physicians.

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