Prescribing Influences: Bipolar Disorders - Improved control of bipolar depression persists as greatest unmet need

Description: Datamonitor conducted a survey of 140 psychiatrists across the seven major markets to ascertain the perceived level of unmet need in bipolar disorders and to evaluate which factors exert the greatest influence on their prescribing decisions. There is a wide range of generic products and branded antipsychotics available to psychiatrists, which is reflective of a highly competitive market.

Features and benefits
- Understand the key unmet needs in the management of bipolar disorders and their relative importance, as rated by prescribing psychiatrists.
- Gauge the attributes of a drug that most influence physician prescribing behavior.
- Review the first-line treatment recommendations for the different phases of bipolar disorders.
- Understand the patient care pathway within the bipolar disorders, and how it can be influenced to drive ethical drug purchase.
- Assess the marketing strategies of the leading companies in the bipolar disorders market.

Highlights

Psychiatrists rate improved efficacy of treatments for bipolar depression as the greatest unmet need. This indication has only three FDA approved treatments and sorely needs new effective treatment options.

Effective treatments are required for maintenance therapy. Achieving full recovery and avoiding relapse of symptoms is a key challenge and current lines of therapy are failing to address this need.

Prescribers' decisions are predominantly influenced by the efficacy of treatments, followed by the side-effect profiles of therapy. New treatments with superior efficacy and tolerability will be positively welcomed by psychiatrists as these influences are also inline with the unmet needs identified by psychiatrists.

Your key questions answered
- What are the most important areas of unmet need in the management of bipolar disorders?
- What are the factors that exert the greatest influence on psychiatrists' prescribing decisions for their patients with bipolar disorders?
- How do bipolar disorders patients progress through the care pathway and at what point in the pathway are key decisions made by psychiatrists?
- Which marketing strategies are most widely employed by companies marketing antipsychotics for bipolar disorders?

Contents:
OVERVIEW
- Catalyst
- Summary
EXECUTIVE SUMMARY
- Strategic scoping and focus
- OUR key findings
- Related reports
UNMET NEEDS
- Improved efficacy of treatments for bipolar depression
- Only three products are approved for bipolar depression, compared to a dozen for bipolar mania
- Antidepressant use for bipolar disorders is controversial due to the risk of switching patients to mania
- Limitations are associated with the gold-standard treatment for bipolar disorders
- Companies targeting bipolar depression face challenges in clinical trial design
- Improved efficacy of maintenance therapy
- Research suggests a role for antipsychotics in maintenance treatment
- Faster onset of therapeutic action
- Adjuvant treatment with antipsychotics could improve onset of therapeutic action in bipolar mania
- Improved efficacy of treatments for mania
- More favorable side-effect profile
- First-line treatments for bipolar disorders are associated with tolerability and safety concerns
- Weight gain and metabolic side effects are key concerns associated with use of atypical antipsychotics
- Improved patient adherence
- Compliance rates range from 53% for patients with bipolar mania to 67% for patients with bipolar depression
- Patient insight can impact adherence to medication
- Pharmacological treatment options for cognitive impairment in bipolar disorders
- Recognition of cognitive impairment in bipolar disorders is increasing
- Cognitive impairment impacts functioning in bipolar disorders, but to a lesser degree than in schizophrenia

PRESCRIBING INFLUENCES
- Treatment guidelines
  - Treatment guidelines for acute bipolar mania
  - Treatment guidelines for mixed episodes
  - Treatment guidelines for bipolar depression
  - Treatment guidelines for maintenance treatment
  - Treatment guidelines concerning antidepressant use are not widely followed by prescribers
- Patient acquisition process
  - Introduction
  - Patient care path
  - Points of influence in the patient care path
  - Point of influence 1: improving the diagnosis of bipolar disorders
- Trends in marketing strategies
  - Marketing strategy for leading brands
  - Sponsorship/disease awareness campaigns
  - Direct-to-consumer advertising
  - Physician detailing
  - Product websites
- Factors influencing physician decision-making
  - Overall efficacy in treating bipolar disorders exerts the greatest influence on prescribing decisions
  - Overall side-effect profile is the second most influential factor
  - Ability to be used in combination with other products
  - Recommended in treatment guidelines
  - Convenience of dosing and administration
  - Physician product familiarity
  - Cost issues exert the least influence over physicians' prescribing decisions

BIBLIOGRAPHY
- Journal papers
- Websites
- OUR reports

APPENDIX A
- Physician research methodology
- Physician sample breakdown
- The survey questionnaire
- Screener
- Survey questions

APPENDIX B
- PharmaVitae Explorer database
- Contributing experts
- Conferences attended

TABLES
- Table: Highlights of systematic reviews investigating efficacy of treatments for bipolar mania
- Table: First-line recommendations for acute bipolar mania from published treatment guidelines, 2012
- Table: First-line recommendations for bipolar depression from published treatment guidelines, 2012
- Table: First-line recommendations for maintenance treatment in bipolar disorders from published treatment guidelines, 2012
- Table: Marketing strategies employed by the companies behind the key marketed antipsychotic brands indicated for bipolar disorders, 2012
- Table: Patient-centric quotes used in the marketing of Saphris, 2012
- Table: Side effects associated with common bipolar disorders treatments
- Table: Psychiatrists surveyed regarding bipolar disorders across the seven major markets, 2012

FIGURES
- Figure: Key unmet needs in the treatment of bipolar disorders as ranked by surveyed psychiatrists across the seven major markets, 2012
- Figure: Mean compliance rates of patients with bipolar mania and bipolar depression across the seven major markets, 2012
- Figure: Medication utilization among US bipolar disorder patients over a 30-day period post-diagnosis
- Figure: The patient care pathway focused on the referral process in the UK
- Figure: The patient care pathway, focused on pharmacological treatment of bipolar disorders in the UK and the US
- Figure: Screenshot from the “Facing Us” website, run by the Depression and Bipolar Support Alliance and sponsored by AstraZeneca, 2012
- Figure: AstraZeneca's print advertisement for Seroquel XR, used in the US in 2009
- Figure: Screenshot from the product website for Risperdal Consta directed towards healthcare professionals, 2012
- Figure: Clinical factors influencing prescribing decisions for psychiatrists in bipolar disorders across the seven major markets, 2012
- Figure: The PharmaVitae Explorer

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