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Physician Views: Do EU pulmonologists anticipate rapid uptake for GSK’s Seretide-successor?

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Scope

As GlaxoSmithKline's Relvar Ellipta – a once-daily successor to its multi-billion dollar Seretide franchise – nears expected approval in Europe, this week's FirstWord Physician Views poll will ask pulmonologists based in the 5EU markets (France, Germany, Italy, Spain and the UK) about their usage of twice-daily long-acting beta agonist (LABA)/inhaled corticosteroid (ICS) combination products, how they expect to use a once-daily alternative and their perception of payer attitudes to such a product.

Relvar has already been approved by the FDA and is marketed in the US under the name Breo Ellipta. It has recently been launched and priced comparably to Seretide – a strategy that appears designed to facilitate a more favourable reimbursement status and encourage greater switching of patients from the older twice-daily product.

Physicians in the US appear to need less convincing than payers on the benefits of a once-daily therapy that should boost patient compliance and drive improvements in long-term outcomes. FirstWord Pharma PLUS subscribers can access results from an earlier Physician Views poll of US-based pulmonologist attitudes towards Breo

The attitude of European pulmonologists towards usage of a once-daily LABA/ICS combination therapy could provide an interesting counterpoint to the view of US-based physicians, particularly as GlaxoSmithKline can be expected to face an even more stringent attitude towards reimbursement for Relvar in Europe.

Puchase Reasons

This week's Physician Views poll will specifically ask pulmonologists based in the 5EU countries:

How restrictive they expect payers to act towards Relvar Ellipta given that its QD dosing profile is likely to be perceived as its primary form of differentiation versus SeretideAdditional Details**Publisher** : FirstWord Pharma
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