Physicians and healthcare professionals are failing their Alzheimer’s patients. While the prevalence of the disease is expected to continue to rise*, lack of cross-functional care/management is the main stumbling block in its treatment. The majority of patients are told about their Alzheimer’s diagnosis, but the disease isn’t being managed strategically; 60% of physicians do not have adequate access to manage the condition holistically and don’t have a management system in place.

Furthermore, of all physicians surveyed, only 66% routinely provide information on lifestyle changes to help the patients and their caregivers better manage their condition. Statistics prove that the holistic perspective of the disease is not at the forefront of many physicians’ minds. With the potential for tapping into the unmet needs for Alzheimer’s patients, now is the time to create a high-profile presence in the marketplace. With GfK Disease Atlas™, you have the metrics to support and enhance your value story.

*By 2025, the number of people, age 65 and older, with Alzheimer’s disease is estimated to reach 7.1 million in the US – a 40% increase from the 5.1 million, age 65 and older, affected in 2015.

Source: Alzheimer’s Association www.alz.org
The premier research tool for understanding the Alzheimer’s disease space

Discover how you can leverage the opportunities for innovation in this surging therapeutic area. With GfK Disease Atlas, you have the metrics that integrate physician, patient and payer perspectives.

It can stack the odds in your favor and fortify your value story. Large-scale and disease-specific, these fully-integrated, multi-client programs are unique in linking evidence of real-world clinical practice with insights from patients, physicians and payers.

Real-world evidence through the integration of physician, patient and payer perspectives

Physician profiling and insights
We capture a complete profile of physicians and their practice setting together with attitudes, beliefs and influences relating to current and future treatment approaches.

Payer perspective
Payer interviews yield insights about the budget environment, current landscape and future evidence requirements in the context of real-world evidence generated.

Patient records
We provide in-depth information on each patient completed by the physician, including diagnosis, disease characteristics, treatment history, resource utilization and future expectations.

Patient perspective
Patients fill out a survey, data from which is matched to the patient record validated patient reported outcomes (PROs) and additional patient perspective give insights into the impact of their condition and treatment.

Access to a worldwide network of knowledge leaders
With GfK Disease Atlas comes access to a team of therapy area experts, health economics and outcomes research (HEOR) specialists, market access thought leaders and advanced analytics practitioners.

The team undertakes a fully-customized analysis of the evidence generated and provides interpretation and commentary, all based on your individual needs. It’s all the information you need to build, reinforce or strengthen your value story.

Questions? Contact us!
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Your business questions answered: GfK Disease Atlas benefits:

- What are the market opportunities?
- What influences prescribing?
- What is the standard of care?
  - Leverage strategic opportunities.

- What is the unmet need?
- How can brand assets be optimized?
  - Shape your innovation practices.

- What are the evidence requirements?
  - Inform market access strategies.

- Which patients will benefit?
- Who provides treatment?
  - Deliver patient access and uptake.

So many unmet needs for Alzheimer’s patients waiting to be fulfilled; so many ways to fortify your value story

GfK Disease Atlas programs are global and deliver a detailed understanding of healthcare practice and patient access across all markets, supporting the development of your value story and brand strategy.