



# Innovation and Customer Value in IBS

April 2020

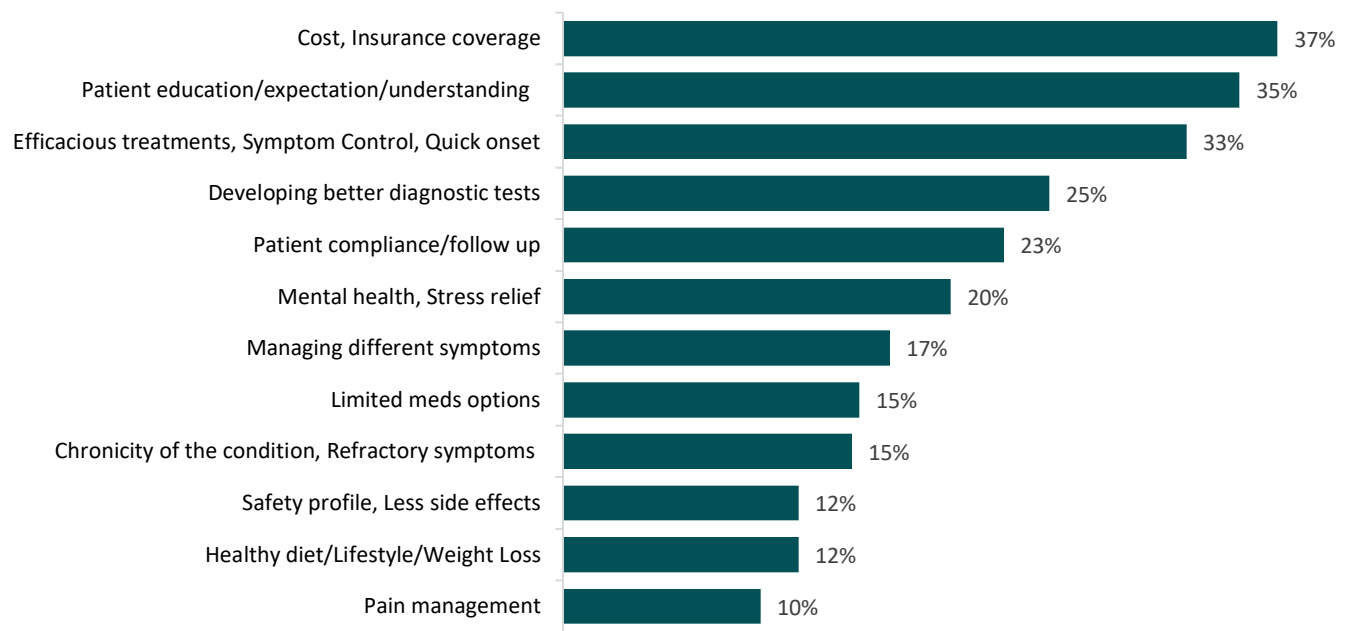
*Gastroenterologists cite cost, patient education and treatment efficacy as the biggest challenges they face in managing newly diagnosed IBS patients.*

Providing value “beyond the pill” means that biopharma must deliver on a range of service dimensions that physicians value. KMK Consulting’s Innovation and Customer Value survey in IBS looked at the most important challenges faced by gastroenterologists in managing IBS, as well as the most important service offerings from pharmaceutical companies to help them meet these challenges.

## Cost tops the list of challenges gastroenterologists face in the management of IBS

High cost of medication, lack of patient understanding of the condition, and treatment efficacy are the major challenges faced by gastroenterologists with newly diagnosed IBS patients.

**Challenges Faced in Managing IBS  
(% mentions)**

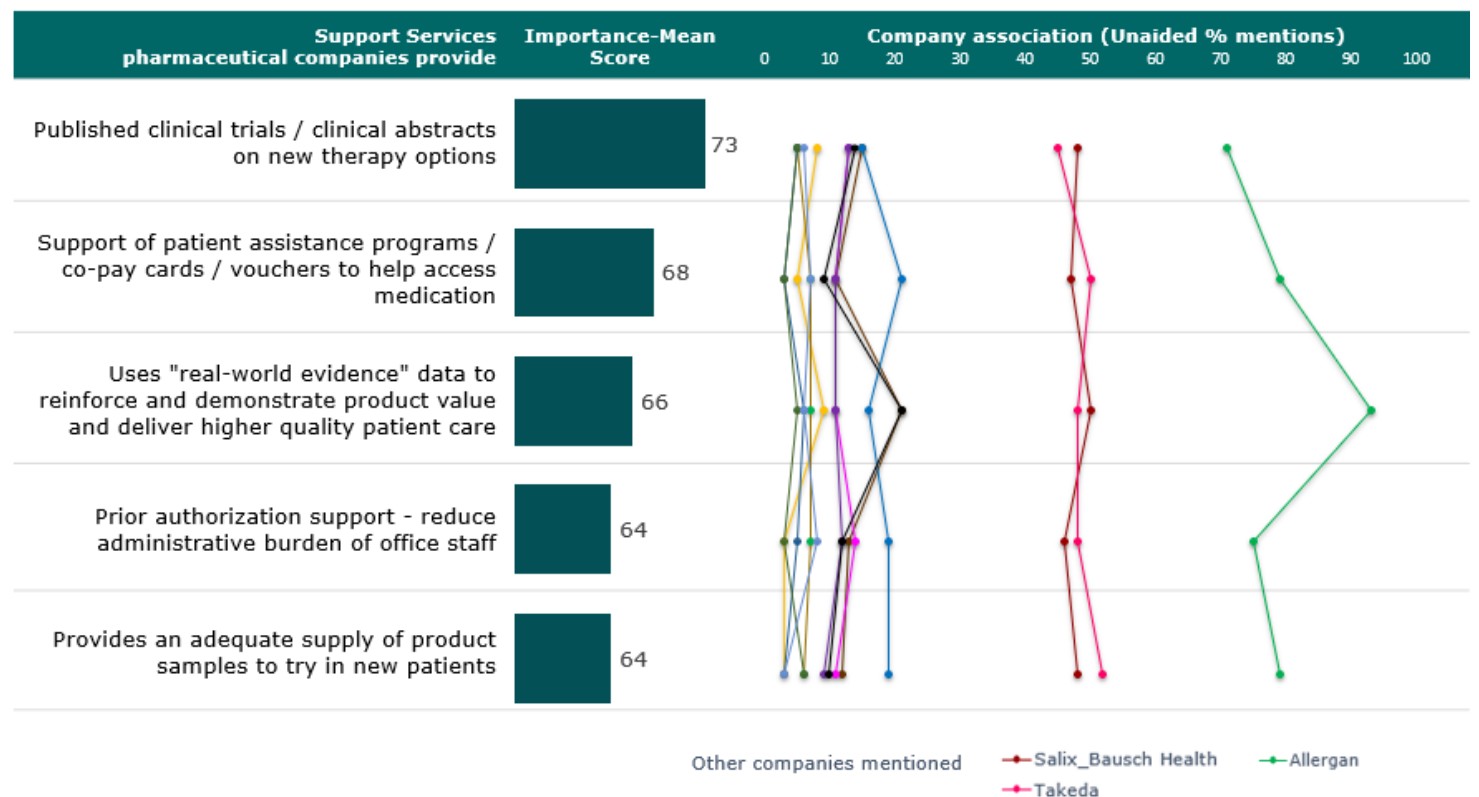


*The market leaders in IBS are most often associated with the support services most valued by gastroenterologists.*

## 3 of the 5 most valued services pharmaceutical companies provide to gastroenterologists deal with cost and access

Along with published clinical trials and the use of “real-world evidence” to demonstrate the value of IBS medications, gastroenterologists highly value services that facilitate access and reduce the cost of treatments to patients. These include co-pay cards and vouchers, prior authorization support, and samples.

Gastroenterologists most often associate Allergan with these valued support services. Takeda and Salix trail by a wide margin.



## Company

### About the Innovation and Customer Value Study

KMK Consulting's Innovation and Customer Value Study was fielded in February 2020 with 250 gastroenterologists with the goal of gathering critical customer insights into the value of various biopharma service offerings and company performance on these dimensions.

### About KMK Consulting

KMK Consulting Inc. is headquartered in Morristown, New Jersey, and provides commercial insights via Primary Market Research, Marketing Analytics and Sales Force Effectiveness, along with Health Economics and Outcomes Research (HEOR) for the pharmaceutical/ biotech industries.

If you're interested in discussing the survey results in detail, please contact:

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