



April 2020

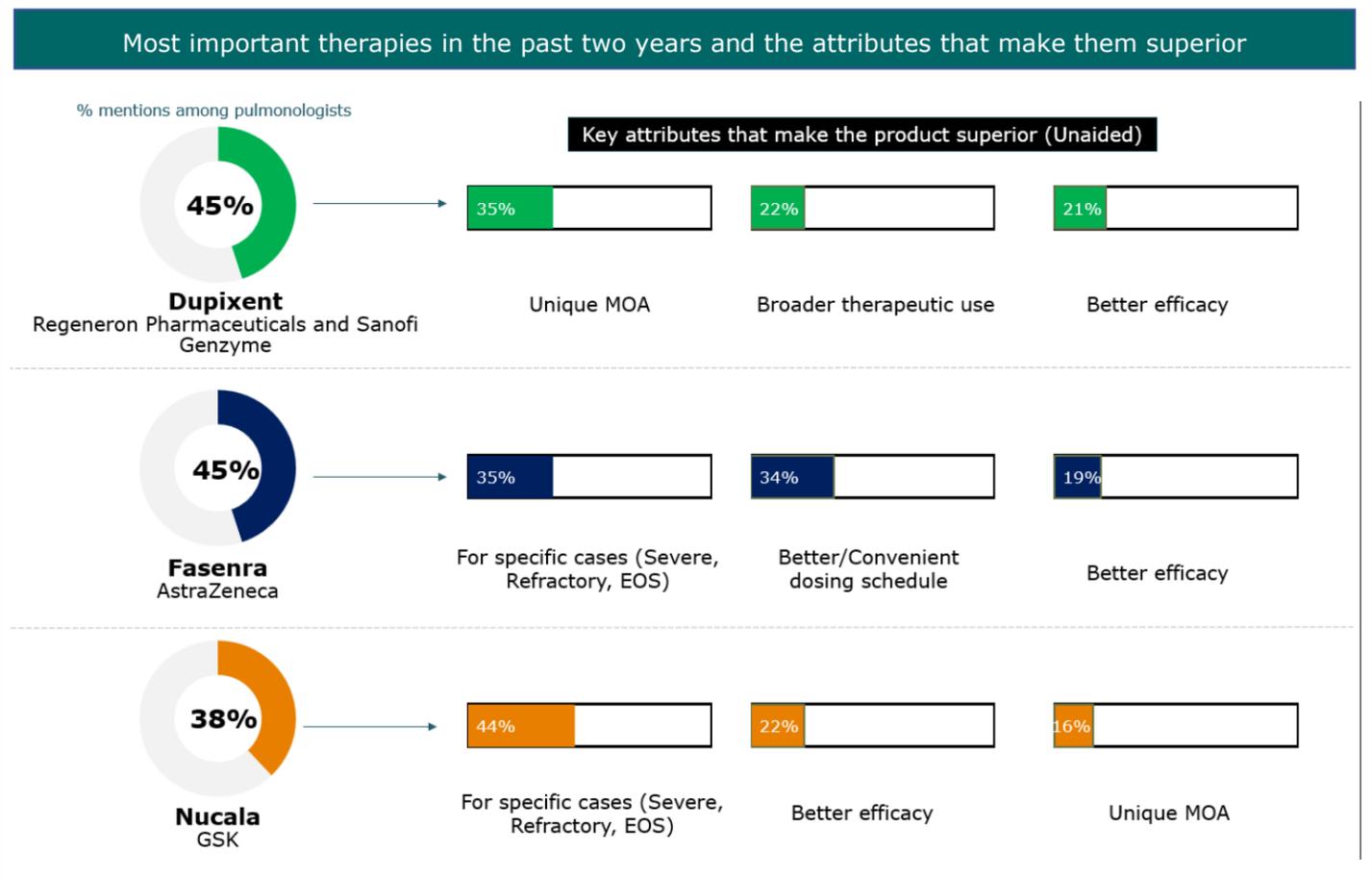
# Innovation and Customer Value in Asthma

*Dupixent, Fasenra, and Nucala top the list of the most important asthma products introduced in the past two years*

KMK Consulting's recent Innovation and Customer Value Survey in asthma explores pulmonologist perspectives on the most important new asthma therapies introduced in the past two years, the innovations they are looking forward to in the next two years, and the companies they see as best positioned to deliver them.

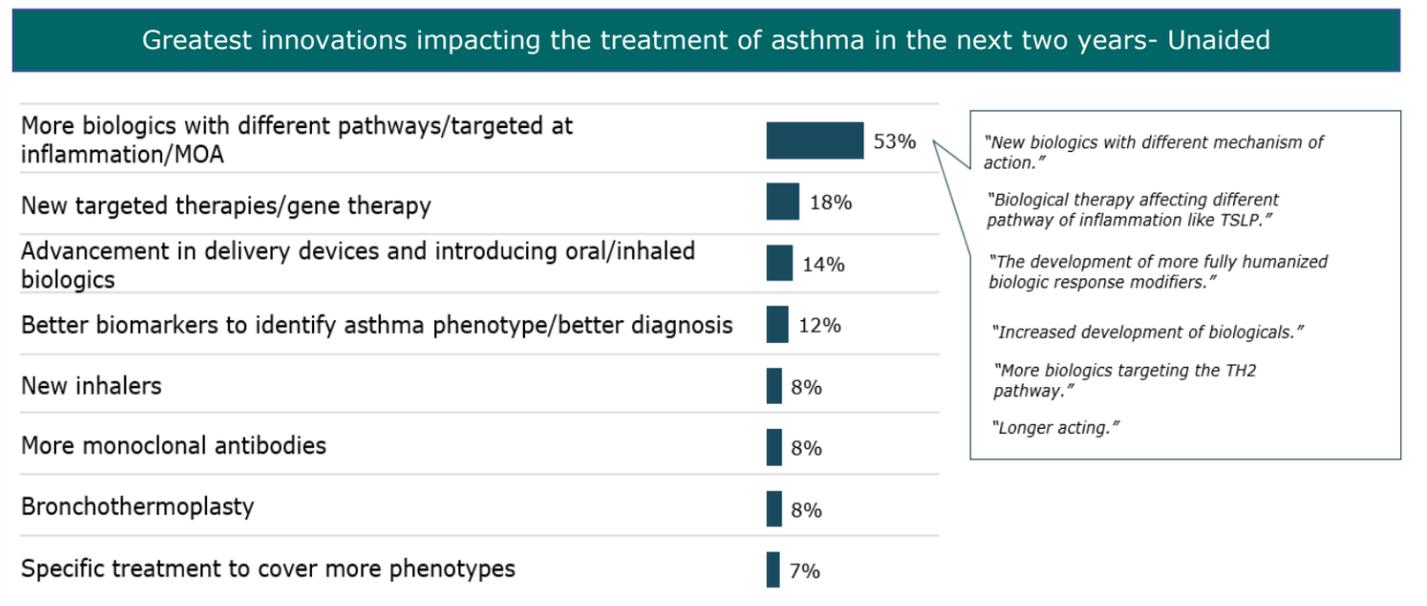
## What are the most important new products and what makes them superior?

Pulmonologists cite Dupixent, Fasenra, and Nucala as the most important therapies that have come to market in the past two years. Unique mechanism of action, efficacy in specific cases like eosinophilic asthma, broader therapeutic use, better efficacy, and convenient dosing are the key reasons that make them superior.



## What innovations are pulmonologists looking forward to in asthma therapy over the next two years?

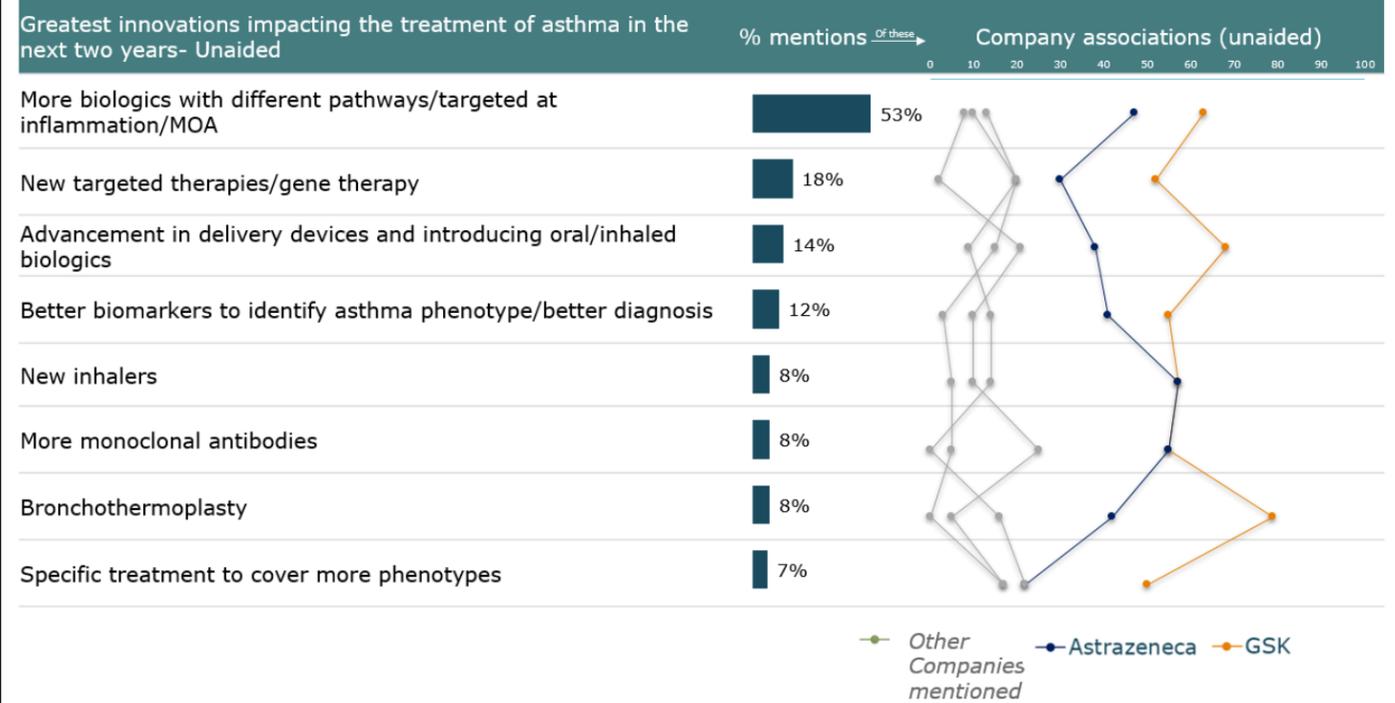
Switching perspectives to the future, pulmonologists see the following innovations as having the greatest potential to impact the treatment of asthma: biologics, targeted therapies, more advanced delivery devices/routes of administration, and better biomarkers.



Pulmonologists cite GSK and Astra Zeneca as best positioned to deliver on the innovations that will have the greatest impact on asthma management in the next two years.

## Which companies are best poised to deliver these innovations?

Pulmonologists are most likely to cite GSK and AstraZeneca as best poised to deliver the innovations that will have the greatest impact on asthma management.



## Company

### About the Innovation and Customer Value Study

KMK Consulting's Innovation and Customer Value Study was fielded in February 2020 with 250 pulmonologists 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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