Three Patient-Side Barriers for Oral Psoriasis Drugs in the US: Icotyde's First 8 Months vs. Competitors

> This report describes what patients and clinicians say in public online posts. It is not medical or investment advice and makes no judgment about the efficacy or safety of any drug.

Five findings

We analyzed 2,815 public posts from the past 12 months in which US psoriasis patients, or their family members, describe the patient's own treatment. In this deep-dive edition AI reads each post in full; it adds denial outcomes, step therapy, stop reasons, savings programs, insurance type and unmet needs, counted across 2,566 unique posts (identical reposts merged).

1. **When a denial is resolved, most patients end up on a detour rather than the prescribed drug.** Of 158 patient posts describing a coverage denial, 71 state how it ended: 28 (39%) got the prescribed drug (18 won an appeal, 10 through a manufacturer program) and 43 moved to another drug or stopped. Another 51 (32%) were still waiting or appealing when they posted, and 36 do not say.
2. **Savings programs help, but they are a frequent source of friction.** In all, 96 patient posts name a savings or assistance program; 38 of them describe obstacles or a program that failed them: copay cards that hit their annual maximum mid-year, pharmacies that will not process them, or having to re-enroll after a gap in treatment.
3. **Among the established drugs, Skyrizi is the one patients least often describe leaving.** Per 100 patient posts naming the drug, 7.8 describe switching away from Skyrizi, against 20.6 for Otezla and 21.1 for Cosentyx; for most drugs the most common reason patients give is that it did not work or stopped working. These rates reflect what patients choose to post, not treatment outcomes.
4. **Commercially insured patients describe access barriers more often than uninsured patients.** Of the 141 patient posts that state an insurance type, 55% of commercial, employer or marketplace patients (n = 49) describe at least one barrier, against 37% of uninsured patients (n = 73). Only a small share of posts state an insurance type, and patients tend to mention it when something has gone wrong.
5. **What patients ask for most often is coverage they can afford.** Of the unmet needs patients express, 28% are about coverage and affordability, ahead of a treatment that works and keeps working.

What this means for you

Market access

- Plan for the denial path, not only the approval path: of the denial posts that state how it ended, 39% report getting the prescribed drug (28 of 71), and another 51 were still waiting or appealing, so appeal support and a bridge program may decide whether a denied patient stays on the prescribed therapy. *(To be confirmed by an industry expert)*
- Prepare for formulary exclusions at plan-year changes; some patients describe a drug that was working for them being dropped from their plan on January 1. *(To be confirmed by an industry expert)*

Brand and commercial

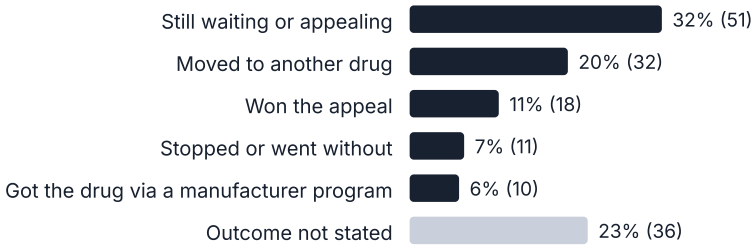
- Design the copay program for the full year: patients describe copay cards that hit their annual maximum after a few months, pharmacies that will not process them, and plan programs that absorb the card's value. When a program fails mid-year, patients say so publicly. *(To be confirmed by an industry expert)*
- Position against the reasons patients give for leaving: lack of response, not route of administration, is the most common stated reason for switching. *(To be confirmed by an industry expert)*

Medical affairs, and teams bringing a China-developed drug to the US

- Public physician voice is thin; plan peer channels (congresses, closed communities) rather than relying on social media. *(To be confirmed by an industry expert)*
- Expect US patients to arrive with questions about coverage and savings programs before questions about the molecule; patient materials should answer both. *(To be confirmed by an industry expert)*

After a denial: what patients say happened next

Outcome described, share of patient posts reporting a denial (n = 158)



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By drug: number of denial posts naming each drug. Only drugs with 30 or more denial posts are broken down: Otezla (n = 37): still waiting or appealing 14, outcome not stated 7, stopped or went without 6, moved to another drug 5, got the drug via a manufacturer program 3, won the appeal 2.

Drug named in the denial post	Posts
Otezla	37
Skyrizi	19
Tremfya	10
Taltz	9
Cosentyx	9
Bimzelx	6
Stelara	4
Icotyde	3
Sotyktu	3
Ustekinumab biosimilars	3

For the full report, or a version built around your own drug, contact martin@buyerlore.com.

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