

# AnswersOn...

**Cardiologists** are specialists with extensive training and professional experience in diagnosing, treating and preventing diseases of the heart and blood vessels.

A cardiologist is consulted or referred to by a primary care physician if a patient presents with a significant heart or related condition, such as:



shortness of breath



chest pains



dizzy spells



heart murmurs



irregularities in EKG results

In 2018, the American Medical Association reported **17,340 office-based cardiologists** and **4,765 hospital-based cardiologists** actively practicing in the United States.

In 2018, cardiologists reported the following regarding their patient population and office visits:



**65.9M OFFICE VISITS WERE MADE IN 2018**

**82.4% of patients** are over the age of 56 and saw their cardiologist more than **three times a year**



**THREE DIAGNOSES DOMINATE THE CONVERSATION**

Essential (Primary) Hypertension, Atrial Fibrillation and Flutter, and Chronic Ischemic Heart Disease account for **54.8% of cardiologists' patient interactions**



**87.9% OF PATIENTS RECEIVED A PRESCRIPTION**

Approximately **56.5% of visits** also included a discussion of a **non-drug therapy** such as diet, exercise or both

## BIOPHARMACEUTICAL COMPANIES

## IN THE CARDIOLOGIST MARKET

DELIVERED  
**2.2**  
MILLION

details to cardiologists in 2018

THERE WAS A  
**6.0%**  
DECREASE

in the number of details to cardiologists in 2018 versus 2017

The decrease may be driven by **product expirations, approvals** and **life-cycle status** in the cardiovascular market versus the industry overall.



**ON A MONTHLY BASIS,**

the DetailAnswers panel of cardiologists rate company details—in terms of **uniqueness, relevance** and **believability**—on a scale of one to seven (*one = not at all; seven = highly*).

Of the Top 5 companies in detailing volume in 2018, **cardiologists rated Novartis the highest** among these attributes with an average score across the twelve months of 6.0.

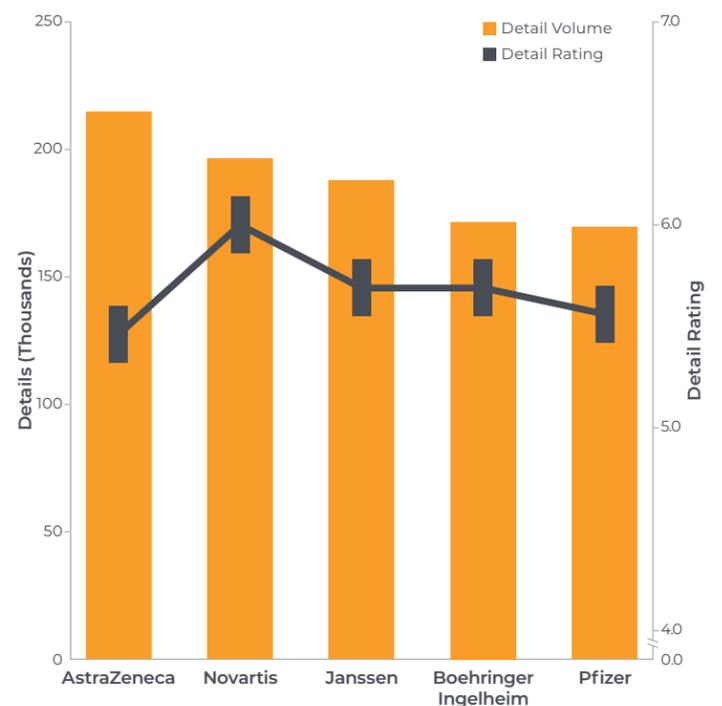
**AstraZeneca** led the industry in detail volume in 2018, with approximately

**213K**  
DETAILS TO  
CARDIOLOGISTS

They were followed by Novartis, Janssen, Boehringer Ingelheim and Pfizer, who comprised the Top 5 companies reaching the specialty.

### Details to Cardiologists

(Top 5 Companies—2018 Volume & Rating)



### Syneos Health AnswerSuite™

Syneos Health Syndicated Market Research & Insights utilizes a physician panel of more than 10,000 healthcare providers and close to 30 years of ongoing data collection. The AnswerSuite from Syneos Health offers one of the most robust medical and promotional audits in the industry.

**TreatmentAnswers** is a monthly survey of 3,200 physicians, across 30 specialties, monitoring patient diagnoses and physician intended drug and non-drug therapy. This audit offers unique insight into physician and NP/PA diagnosis visits, prescribing habits and associated physician and patient demographic metrics.

**PromotionalAnswers** is a comprehensive syndicated data resource covering personal (detailing, events, ePromotion and sampling) and non-personal (HCP journal and consumer DTC) promotion activities across the pharmaceutical industry. Personal promotion is based on monthly surveys with healthcare providers, across 32 specialties, while non-personal promotion is provided through a partnership with Kantar Media. This relationship also powers the Ad Browser from Syneos Health, a full library of print and video ads.



To learn more about our Syndicated Market Research & Insights services, please contact Angelica Girone at [angelica.girone@syneoshealth.com](mailto:angelica.girone@syneoshealth.com).