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GRX+BIOSIMS CONFERENCE 2025

Elevating the Patient Voice in Generic Drug and Biosimilars Development

October 27, 2025

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Research With Patients and Health Care Providers: Overview

- Conducted in-depth interviews with patients prescribed biologics (n=9) and health care providers (n=9) who prescribe or dispense them.
- Gathered qualitative insights into experiences, barriers, facilitators, and information needs related to biologics and biosimilars.
- Assessed adoption trends and environmental shifts influencing biosimilar use from both audience perspectives.



Research With Patients and Health Care Providers: Overview

Discussion themes centered on:

Health Care Providers	Patients
Clinical decision-making on biologics/biosimilars	Treatment history
Changes in biologic/biosimilar use over time	Insurance coverage
Pharmaceutical information	Information-seeking behaviors and trusted sources
FDA information for providers	Educational needs and preferences

Participant Characteristics: Patients

Characteristic	Total
Age	
25-34	2
35-44	5
45-54	1
55-64	1
Race/Ethnicity*	
American Indian or Alaska Native	1
Asian	1
Black or African American	2
Hispanic or Latino/a	3
White	3
Sex	
Male	4
Female	5

Characteristic	Total
Geographic Area	
Rural	1
Suburban	4
Urban	4
U.S. Region	
Midwest	2
Northeast	3
South	2
West	2
Highest Level of Education	
Some college	2
Bachelor's	5
Master's	2

*Participants could select more than one race and ethnicity category.

Participant Characteristics: Health Care Providers



Characteristic	Total
Age	
25-34	2
35-44	6
45-54	1
Race/Ethnicity*	
Black or African American	1
Hispanic or Latino/a	2
Middle Eastern	1
White	5
Sex	
Male	5
Female	4

*Participants could select more than one race and ethnicity category.

Characteristic	Total
Geographic Area	
Rural	1
Small Town	1
Suburban	3
Urban	4
U.S. Region	
Midwest	2
Northeast	3
South	3
West	1

Characteristic	Total
HCP Role	
Pharmacist	3
Physician Assistant	2
Physician	4
Specialty**	
Dermatology	1
Emergency Medicine	2
Hematology	1
Immunology	1
Pediatrics	2
Pharmacy	3
Primary Care	1

**HCP participants could select more than one specialty.

Summary of Research Findings

- The shift from reference products to biosimilars is occurring, but it is largely influenced by insurance coverage rather than decisions made by patients or clinicians.
- Health care providers and patients often compare “reference biologic and biosimilar” to the “brand and generic” concept.
 - While the term “biosimilar” was initially unclear to some patients, once explained, they understood it as similar to “generic.”
- Both health care providers and patients seek information that helps them identify biologic options that are both effective and accessible.
- Health care providers trust FDA as a reliable source, but patients may be unaware that FDA also offers resources for them.
- Among both groups, some prefer concise overviews, while others want detailed, comprehensive data.

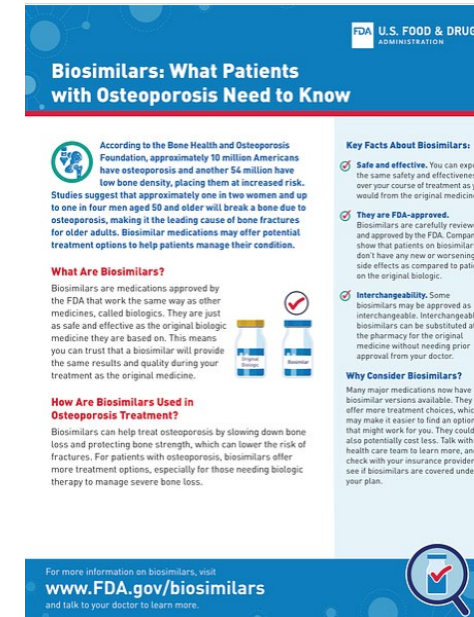
Recommendations for Enhancing FDA Biosimilars Education and Support



- **Empower health care providers with practical tools:** Develop targeted resources to support health care providers in navigating biosimilar switches and substitutions, including clinical guidance and patient communication strategies.
- **Leverage existing information channels:** Deliver biosimilars content through platforms where health care providers actively seek information.
- **Equip patients for informed decisions:** Create clear, accessible materials that help patients understand biosimilars and make informed choices.
- **Amplify FDA's patient education resources:** Increase visibility of FDA materials within trusted patient community spaces, including support groups and online forums.
- **Frame the value proposition:** Emphasize safety and efficacy of biosimilars for patients, expanding treatment options.

Driving Awareness: A Communications Toolkit for Biosimilar Engagement

- Support health care providers in their patient consultations.
- Enable partner organizations to amplify the reach of information about biosimilars.
- Help patients take an active role in their own health care by engaging in informed discussions with their health care providers.



Now featuring:

- Multilingual materials for patients and health care providers in nine languages
- Videos, infographics, fact sheets, continuing education overview

Coming soon:

- Print public service announcements (PSAs)
- Plain language fact sheets/outreach materials for:
 - ✓ Osteoporosis
 - ✓ Inflammatory Bowel Disease
 - ✓ Diabetes
 - ✓ Arthritis

Driving Awareness: Medscape Education Series

Navigating the Maze: Expert Guidance on Understanding and Integrating Biosimilars in Practice

- Educate HCPs (154,310 so far).



MD REACH

50,638 MDs

engaged, including:

3,901	Dermatologists
1,419	Diabetologists & Endocrinologists
5,082	Hem/Onc Specialists
2,040	Neurologists
2,655	Ophthalmologists
4,282	Rheumatologists
2,937	Gastroenterologists
476	Nephrologists
901	Obstetricians & Gynecologists
22,306	Primary Care Physicians
4,639	Other Physicians



OTHER HCP REACH

1 04,984 Other HCPs

engaged, including:

15,371	Nurse Practitioners
1,456	Physician Assistants
57,751	Other Nurses
25,546	Pharmacists
4,860	Other HCPs

Now featuring:

- 10 Courses for CME (0.25-1.25) on topics such as: Overcoming Reluctance and Enhancing Biosimilar Adoption, Strategies for Educating Patients, Clinical Specific Content (Eye, Hematology, Rheumatology) and More!

Coming soon:

- New Courses:
 - ✓ Test your Awareness (baseline information)
 - ✓ Inflammatory Bowel Disease
 - ✓ Osteoporosis
 - ✓ Diabetes
 - ✓ Arthritis

Reaching Patients Nationwide: PSA Distribution

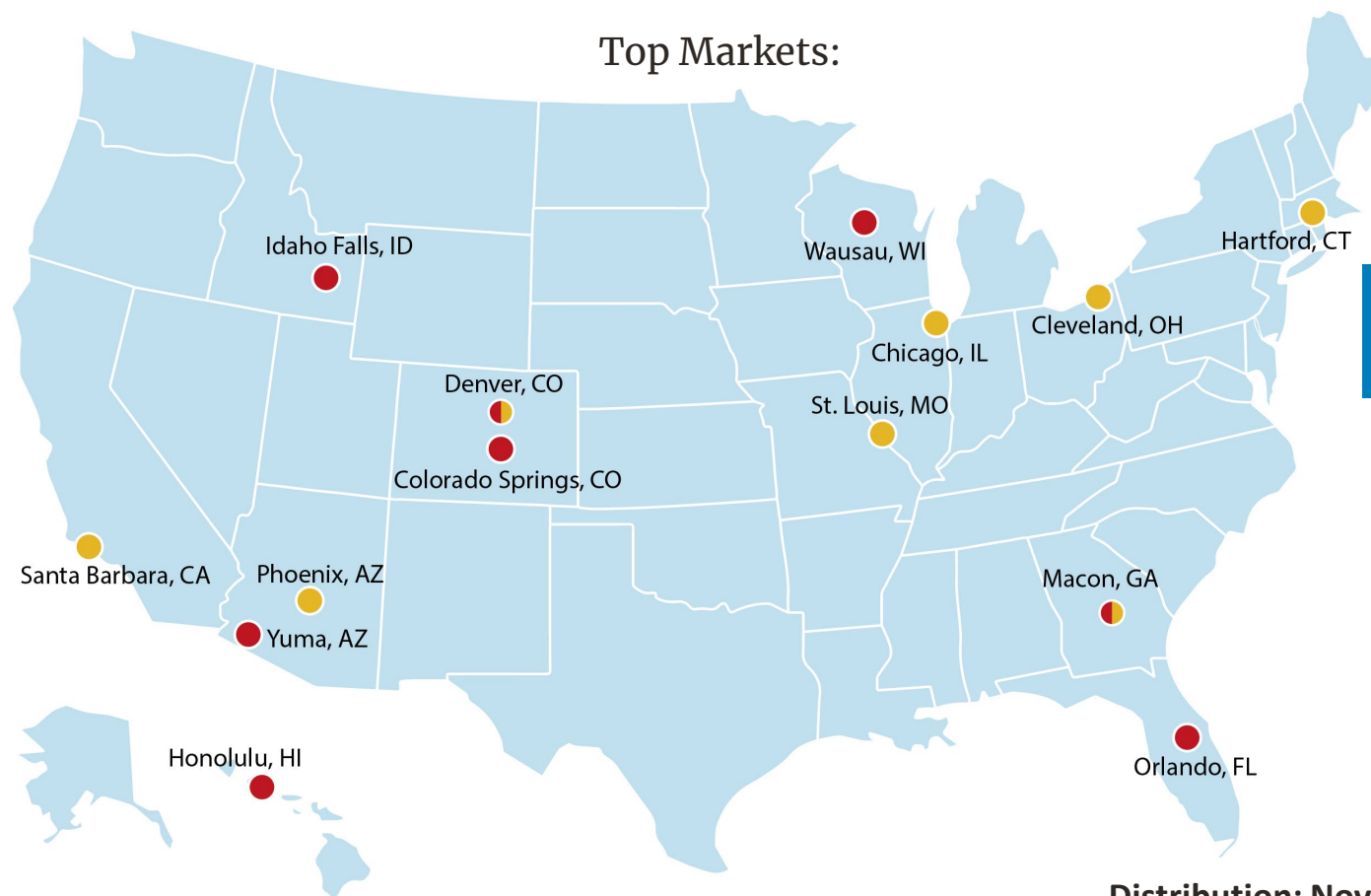


Airings
6,614

Audience Views
41,496,174

Donated Ad
Value
\$1,442,272

Airings by Spot:
English 30 sec., 2.8K
Spanish 30 sec., 1.5K
Spanish 15 sec., 1.2K
English 15 sec., 1K



Airings
2,468

Audience Listens
9,316,615

Donated Ad
Value
\$233,212

Airings by Spot:
English 30 sec., 1.9K
Spanish 30 sec., 559

Distribution: November 2024–September 2025

Reaching Patients Nationwide: PSA Distribution

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