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INTRODUCTION

Genital warts (GW) are caused by the human papillomavirus (HPV), which spreads through sexual contact, affecting millions worldwide and is associated to significant physical and emotional implications¹. Preventing HPV through vaccination and contraceptive barrier methods is vital, but effective treatment for existing GW is equally essential. Treatment options include topical and systemic therapies and surgical interventions²⁻³.

OBJECTIVES

This study aimed to explore payer perception of the unmet needs related to the treatment of GW and investigate the perceived key elements required for a new GW treatment to be of interest and significantly improve the therapeutic landscape.

METHODS

Primary research: payers' interviews

A qualitative analysis was conducted from semi-structured interviews with 14 payers, focused on understanding their perspectives on novel therapies for GW.



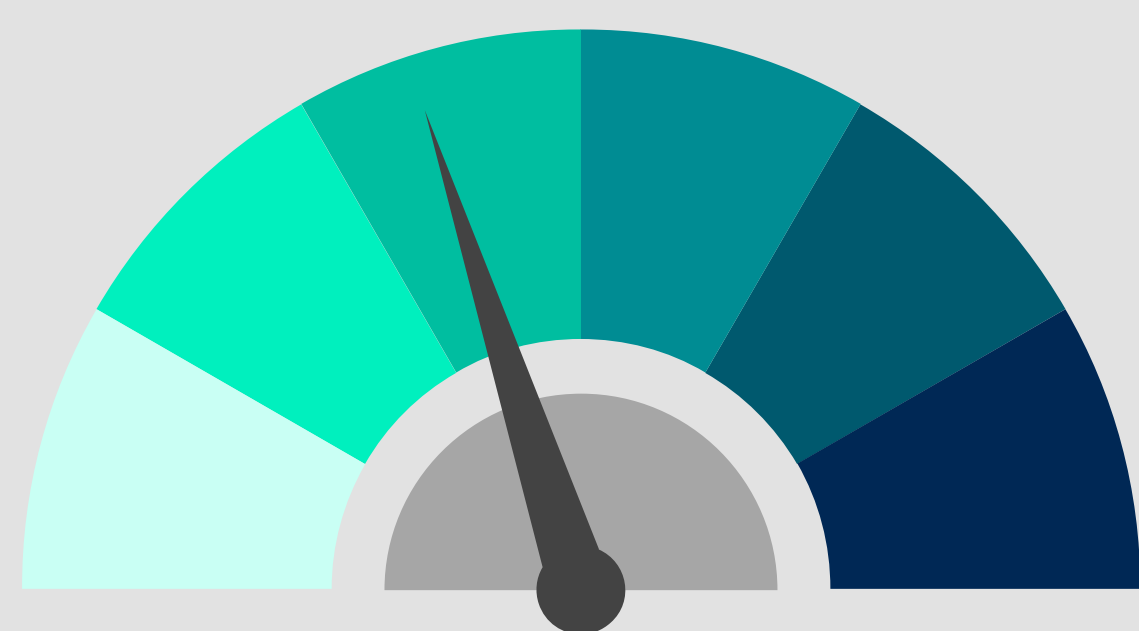
Secondary research

Secondary resources such as payer decisions, case studies, and professional journals were also reviewed.

RESULTS

- From a payer perspective, current GW therapies have moderate efficacy in terms of clearance rates and time to clearance, averaging 10-12 weeks. This extended duration is viewed as significant, given the potential psychological impact on the patient.
- Recurrence remains a challenge, with a rate of 10-15%, according to the interviewees. This results in increased physician visits and surgical procedures and a significant psychological impact on the patient.
- While surgery is considered an effective option with the advantage of providing rapid results, payers also acknowledge several drawbacks, including patient fear, pain requiring specific pain therapies for 1-2 weeks and the risks of scarring and bleeding.
- Payers do not perceive the safety or tolerability of topical therapies for GW as suboptimal. Consequently, they do not identify significant unmet needs within this specific dimension.

Payer's perceived efficacy of current GW therapies



Clearance rate	50%
Recurrence rate	10-15%
Time to clearance	10-12 weeks
Safety profile	Could be improved

Hence, **there remains room for novel therapies enhancing efficiency.**

Clinical Unmet Needs

- ▶ Improve clearance rate overall
- ▶ Improve clearance rates in males
- ▶ Reduce time to clearance
- ▶ Reduce the recurrence of lesions

Economic Unmet Needs

- ▶ Reduce the recurrence of lesions and associated physician visits
- ▶ Reduce the use of surgical procedures

Medium Need for Novel Drug Therapies

- ▶ The focus now is improving prevention of HPV
- ▶ Need relates mostly: clearance rates and speed
- ▶ From a patient point of view there is a need for more effective and faster topicals
- ▶ The vaccine rates are not as high, it still need a therapy with better efficacy and fewer relapses

- Payers and healthcare providers expressed the need for novel topical GW treatments that address these current unmet needs.
- The value proposition should focus on providing measurable clinical benefits, such as:
 1. Higher clearance rates
 2. Faster time to clearance
 3. Reduced recurrence rates
- Improvement in quality of life will be directly related to improvement in clearance.

CONCLUSIONS

- To be of interest, a new GW treatment should address the unmet needs by demonstrating superior efficacy in clearing GW and reducing recurrences.
- Clinical evidence showcasing these outcomes will be crucial in gaining acceptance from payers and healthcare professionals, ensuring the successful adoption of a new GW treatment, and ultimately improving patient outcomes in the management of this prevalent condition.

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