

# Rheumatoid Arthritis Research Case Study



There are estimated to be around 40,000 people with Rheumatoid Arthritis (RA) in Ireland and this figure is on the rise. People of any age can develop RA, but it is most common between the ages of 30 and 50 years, with seven in ten of those diagnosed with RA having had to give up work as a consequence. The disease is more common in women, with an estimated 70% of those with RA being female. It can affect many different joints; often resulting in pain, swelling, stiffness and loss of function in the joints.

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## About RoActemra/Actemra

RoActemra (known as Actemra outside of the EU) is the result of a research collaboration between Roche and Chugai and the drug has been co-developed globally with Chugai. RoActemra (tocilizumab) is the first medication of its kind developed for the treatment of RA and provides an innovative therapy option (1), which gives people with RA fast relief of RA signs and symptoms, such as pain.

## iReach Methodology

iReach ran a nationwide quantitative study of RA sufferers and their support network in Ireland to understand the impact RA has on both sufferers and their friends and families that provide ongoing support. About 3% of the Irish Population are afflicted with more severe forms of RA that directly impact their jobs and social lives

We asked how rheumatoid arthritis affects the lives of people with the condition, the majority of respondents cited pain as the most prominent feature. According to respondents nearly half (47%) of those with RA experience pain, with nearly all of these (94%) describing the pain as moderate or severe. When people living with RA were asked, nearly two-thirds (65%) cited pain as being the biggest affect of RA on their lives.



## Project Summary

Quantitative survey of RA sufferers in Ireland using the Nationally Representative iReach Consumer Decisions Research Panel. The Online self complete survey was designed by Roche and iReach to measure the effects of RA as well as to study the impact of differing pain levels on sufferers.

## Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.

