

# AiGILE Success Story: Humira Psoriasis



## Challenging Goals

- Humira was gradually losing share in the PSO market
- New classes of drugs were gaining ground and even had H2H data vs. Humira
- Humira was approaching LOE

## Real world success

- Messaging optimization work for Humira immediately stemmed the share erosion

## U.S Psoriasis Market Share

