



# M3 GLOBAL RESEARCH REVIEW

## IRRITABLE BOWEL SYNDROME

### A COMPLEX CONDITION

Irritable Bowel Syndrome (IBS) is a complex, poorly understood condition which is estimated to affect up to 15% of the US population. The condition primarily affects women, but up to 25% of the ~30 million sufferers are men. IBS is frequently divided into three segments depending on the patients symptoms: IBS-C (constipation dominant), IBS-D (diarrhea dominant), and IBS-mixed (both constipation and diarrhea).

The primary symptom complaints of IBS sufferers are recurring abdominal pain, bloating, constipation, and diarrhea (ABCD). Symptom severity and frequency can vary widely from mildly annoying for some to severely debilitating for others. Patients with mild symptoms rarely seek medical help. Severe ( and even moderate ) symptoms can have profound impacts on the patient's emotional, physical, and even social interactions with others. No one wants to leave the house if the symptoms are severe or in some cases, of unpredictable frequency.

### LIMITED SOLUTIONS

Little is known about the causes of IBS, and there's no cure for IBS at this time. One of the early concerns in patients is the unknown source of their symptoms, especially fear of a life threatening disease like colorectal cancer. Gastroenterologists provide much of the care for patients with IBS. In the Gastroenterologist office, IBS had the highest number of patient visits in an average month, exceeding even that for GERD. Physicians are frustrated they have little to offer patients with IBS.

Therapies that include diet, lifestyle, and stress reduction play an important role in managing IBS symptoms long term. Medications for specific digestive symptoms provide some relief for the gas, constipation, or diarrhea, but there's no consistently effective medications that provide long-term relief. Due to the large unmet medical needs of patients with IBS, this area remains an actively researched area. Several new therapies were introduced in the last 5 years for IBS-c and IBS-D. There is a great patient influence in this disease area, and DTC promotion plays a very visible role in brand promotion efforts.

### M3 SOLUTIONS

M3 is active in recruiting for our client's studies in the very diverse gastric disease area. In 2016, we recruited over 14,000 respondents for 186 studies with 110 clients across 44 countries. Most (135) were online quantitative surveys, 40 were qualitative only projects, and 11 included both study type activities.

M3 also provides several syndicated services in this sector. The Complete Gastroenterologist is a syndicated study examining the challenges faced by Gastroenterologists in their daily practice. Physician Map is a KOL mapping service offered in specific disease areas. Patient Map is a syndicated service that examines patient loads across 400 diseases and includes Gastroenterology and Primary Care specialties.

1. American Gastroenterological Association (AGA): IBS in America, 2015 <http://ibsinamerica.gastro.org/>
2. International Foundation for Functional Gastrointestinal Disorders: <http://iffgd.org>
3. American College of Gastroenterology, (ACG)
4. Digestive Diseases Week (DDW)
5. Mayo Clinic
6. Rome IV criteria: Rome Foundation. [www.theromefoundation.org](http://www.theromefoundation.org)
7. ACG Clinical Guideline: Preventive Care in Inflammatory Bowel Disease: Am. J. Gastroenterology, 112, 241-258 (Feb 2017)

**PHYSICIANMAP**  
BY M3 GLOBAL RESEARCH

**PATIENTMAP**  
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**COMPLETE SERIES**  
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