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Very High Willingness to Pay for Zeqmelit® According to Publication in International Scientific Journal

The esteemed scientific journal, *Journal of Health Economics and Outcomes Research*, has published an article on the willingness to pay among Swedish patients with acute allergic reactions for a medication like Zeqmelit®. This means that two independent international journals have now published results showing both a significant patient need for Zeqmelit® and a strong willingness to pay for the medication among patients.

In collaboration with IHE, the Institute for Health Economics, AcuCort conducted a survey study among over 400 patients in Sweden who have experienced acute allergic reactions. AcuCort has developed the oral film Zeqmelit®, a fast-dissolving oral film for the treatment of acute allergic reactions.

In the first part of the study, it was established that there is a significant and clear patient need for a medication like Zeqmelit®. For example, 72 percent of patients responded that they would prefer an oral film over tablet treatment for severe allergic reactions. Furthermore, the study results show that 26 percent of patients have difficulty swallowing and struggle to take their medication during an allergic reaction. These results have previously been published in the peer-reviewed journal [World Allergy Organization Journal](#).

Very High Willingness to Pay Among Patients

In the second part of the study, the willingness to pay among patients was analysed. The results of this study were recently published in the scientific magazine *Journal of Health Economics and Outcomes Research* under the title "[Treatment Preferences for Acute Allergic Reactions: a Discrete Choice Experiment in Sweden](#)." The article reveals that treatment with a self-dissolving oral film has a value to patients that exceeds traditional tablet treatment by 574 SEK. AcuCort's planned price for Zeqmelit® is 300 SEK per pack of two films, regardless of strength.

– The results clearly show that patients have a very strong willingness to pay for a medication like Zeqmelit®, indicating that they value the medication highly. The fact that a respected scientific journal is publishing the article is very positive as it reaches a large part of our direct target audience and is an important part of the ongoing pre-launch activities, says Jonas Jönmark, CEO of AcuCort.

Summary of Study Results:

- Patients' additional willingness to pay for an oral film like Zeqmelit® amounts to 574 SEK per allergic reaction compared to traditional tablets.
- Patients with swallowing difficulties (26% of respondents) indicate they are willing to pay an additional 224 SEK (totalling 798 SEK per allergic reaction).
- Participants were asked why they preferred oral film over traditional tablet treatment. 25% stated the reason was that the oral film was easy to carry, and 51% said it was easy to take.

- If the price and effect were the same for tablet treatment and oral film, 72% would choose the oral film.

Link to the article: ["Treatment Preferences for Acute Allergic Reactions: a Discrete Choice Experiment in Sweden"](#)

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About AcuCort AB (publ)

AcuCort has developed and is commercializing Zeqmelit®, a new rapidly dissolving oral film placed on the tongue, based on the well-known cortisone substance dexamethasone. The drug is a smart product in a new, innovative, patented, and user-friendly administration form primarily for the treatment of severe and acute allergic reactions, croup in children, nausea and vomiting during chemotherapy, and for the treatment of patients with COVID-19 requiring supplemental oxygen therapy. Zeqmelit® is approved in Sweden, Denmark, Norway, and Finland. AcuCort (ticker: ACUC) is listed on the Spotlight Stock Market. Visit www.acucort.se for more information.