

LAUNCHTRENDS®: ORENCIA SC

This report is a series of four post-launch reports that evaluates the trial and usage of ORENCIA SC (abatacept) among rheumatologists for the treatment of rheumatoid arthritis (RA). LaunchTrends® are syndicated reports that track the trial, adoption and usage of new products at one month, three months, six months and one year post launch. These report series provide information on how new products fit into the treatment algorithm, impact current therapies, and change market dynamics. They provide information on awareness, familiarity, and perceived clinical advantages and disadvantages of new products.

SAMPLE FRAME AND METHODOLOGY

30-45 minute online survey with
75+ rheumatologists for Waves 1-3
100 rheumatologists for Wave 4

A subset of 15 rheumatologists per wave participate in qualitative interviews

- In practice for at least 2 years and no more than 30 years
- Minimum of 50 biologic treated RA patients under their personal management
- > 75% of time spent in clinical practice

PRODUCT COVERAGE

Actemra, Cimzia, Enbrel, Humira, Orenzia IV, Orenzia SC, Remicade, Rituxan, Simponi,

RELATED 2012 REPORTS

TreatmentTrends®: Biologics in RA (US)

TreatmentTrends®: Biologics in RA (EU)

ChartTrends®: Biologics in RA (US)

ChartTrends®: Biologics in RA (EU)

PatientTrends®: RA (US)

PatientTrends®: RA (EU)

Treatment Algorithms: RA

Cost - \$75,000 (4 waves)

PROJECT OBJECTIVES

- Evaluate awareness (aided/unaided), interest, and initial reaction to Orenzia SC
- Identify the expected placement of Orenzia SC in physicians' treatment algorithm for RA
 - Will it cannibalize Orenzia IV? As a result of having an SC alternate mechanism biologic available will rheumatologists be more likely to use Orenzia first line or switch after only one anti-TNF failure? Which agents are being offset?
- Track the trial, adoption and usage of Orenzia SC, including anticipated future trends
 - What are the obstacles to growth of Orenzia SC and what is the split expected to be between IV and SC products?
- Determine what messages (and counter messages) are being delivered for Orenzia SC
- Quantify the proportion of rheumatologists who have prescribed Orenzia SC and at what point non-prescribers will begin initiating trial

DELIVERABLES

- PowerPoint decks to be published for each of four waves
- Complete set of frequency tables, summary statistics, and standard cross-tabulations
- Up to three proprietary questions answered per client

REPORT DATES

Date comments/proprietary questions are due	Field date	Publication date
Wave I: November 17, 2011	November 25, 2011	December 17, 2011
Wave II: January 18, 2012	January 25, 2012	February 27, 2012
Wave III: April 2, 2012	April 25, 2012	May 24, 2012
Wave IV: November 7, 2012	November 25, 2012	December 17, 2012

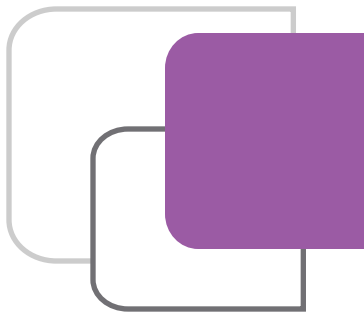


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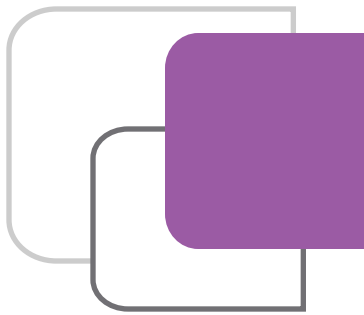


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