

LAUNCHTRENDS®: YERVOY & ZELBORAF

BioTrends Research Group is pleased to announce a new syndicated report series, LaunchTrends®: Yervoy and Zelboraf. This Three wave primary research study will follow the launch of Bristol-Myers Squibb's Yervoy and Genentech / Daiichi Sankyo, Inc.'s Zelboraf. Wave 1 tracks the uptake of Yervoy 6 months post-launch and Zelboraf at launch while subsequent waves will be fielded every 6 months to monitor the competitive dynamics of these therapies. LaunchTrends® are syndicated reports that track the trial, adoption and usage of new products from launch through maturity. These report series provide information on how new products fit into the treatment algorithm, impact current therapies, and changing market dynamics. They provide information on awareness, familiarity, and perceived clinical advantages and disadvantages of new products. And, they capture the promotional messages and activities of key market players.

SAMPLE FRAME AND METHODOLOGY

This report will include responses from a random sample of 100 Medical Oncologists

A qualitative follow up arm includes telephone interviews conducted with a sub-set of 15 survey respondents

To qualify for participation, Medical Oncologists must meet the following criteria:

- In practice between 2 and 30 years
- Minimum of 50 patients with Melanoma personally treated over the last year
- More than 50% of time spent in clinical practice

PRODUCT COVERAGE

Yervoy (ipilimumab), Zelboraf (venurafenib), Temodar, Dacarbazine, Paclitaxel

PRICE

\$75,000 for three report series

COMPANION REPORT 2012

TreatmentTrends® CML U.S.
TreatmentTrends® CML EU

RELATED 2011 REPORTS

LaunchTrends®: Zytiga (abiraterone acetate)
LaunchTrends®: Xalkori (Crizotinib)
TreatmentTrends®: Multiple Myeloma (US)

PROJECT OBJECTIVES

- Understand awareness of and familiarity with Yervoy and Zelboraf among Medical Oncologists
- Understand the perceived clinical advantages and disadvantages of Yervoy compared to other marketed agents used in treating Metastatic Melanoma
- Understand the perceived clinical advantages and disadvantages of Zelboraf compared to other marketed agents used in treating Metastatic Melanoma
- Understand where Yervoy and Zelboraf are expected to fit in the treatment algorithm for patients with Metastatic Melanoma
- Track the trial, adoption, and usage trends including anticipated future trends for the treatment of Metastatic Melanoma
- Collect information on the promotional messages and activities being employed by Bristol-Myers Squibb and Genentech / Daiichi Sankyo Inc.
- Capture interest and anticipated value of next generation therapies in development

DELIVERABLES

- Final report in PowerPoint format (from each wave)
- Complete set of frequency tables, summary statistics, and cross tabulations (each wave)
- Copies of telephone interviews (as audio files; blinded)
- Proprietary question slide deck and frequency tables
 - Clients purchasing prior to fielding will have the opportunity to include up to three proprietary questions in each wave

REPORT DATES

Waves	Date comments/proprietary questions are due	Field date	Publication date
1	August 26, 2011	September 12, 2011	November 14, 2011
2	March 1, 2012	March 28, 2012	May 28, 2012
3	September 1, 2012	September 15, 2012	November, 2012

Product Code: LATRONX112

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