

PATIENTTRENDS®: AGE-RELATED MACULAR DEGENERATION

***PatientTrends: Age Related Macular Degeneration** will cover patients' attitudes, perceptions, and behavior regarding their disease, with a focus on the patient's path to diagnosis and their perception of their interaction with their physician. The report will also look at what drives patients' satisfaction with their current AMD treatment, and identify what treatment attributes are most likely to prompt a patient to request a switch to an emerging treatment in development.*

PatientTrends provides indispensable primary market research on patient attitudes and perceptions of both their disease and their treatment, with a specific focus on which patient segments in major disease areas offer opportunity for existing or emerging therapies.

SAMPLE FRAME AND METHODOLOGY

This report includes responses from a random sample of approximately 250+ U.S. AMD patients and 75+ Ophthalmologists

The survey is a self-administered online questionnaire that takes approximately 45 minutes to complete

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

To qualify for participation, patients must meet the following criteria:

- Be between 18 to 80 years of age
- Been diagnosed with AMD by a doctor
- Currently receiving active treatment for AMD

PRODUCT COVERAGE

Avastin, Lucentis, Eylea, Macugen

PRICE

\$49,500

RELATED 2012 REPORTS

- LaunchTrends: Eylea
- TreatmentTrends®: AMD
- ChartTrends®: AMD
- TreatmentTrends®: Glaucoma
- TreatmentTrends®: Conjunctivitis
- TreatmentTrends®: Dry Eye
- TreatmentTrends®: Uveitis
- TreatmentTrends®: Retinal Vascular Occlusion
- TreatmentTrends®: Diabetic Macular Edema/ Diabetic Retinopathy

PROJECT OBJECTIVES

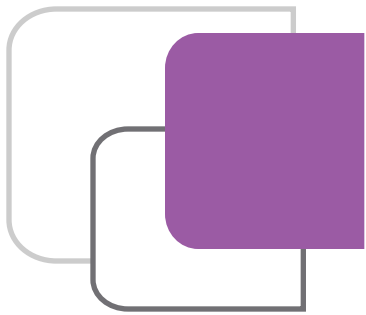
- Understand AMD patients' path to diagnosis and treatment and their perception of their disease and treatment
- Evaluate whether patient behavior and approach to health differs depending on disease classification (e.g., early dry, intermediate dry, wet)
- Learn how patients' satisfaction with their current AMD treatments compares with their expectations for drug treatment
- Analyze what attributes of AMD patients' disease and treatment contribute to their brand satisfaction, advocacy, and loyalty
- Evaluate patient unmet need and determine what drug attributes are most likely to encourage a patient to request a switch to an emerging DMA in development

DELIVERABLES

- Final report in PowerPoint format
- Complete set of frequency tables, summary statistics, and cross tabulations
- 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

REPORT DATES

| Date comments/proprietary questions are due | Field date | Publication date |
|---|----------------|------------------|
| March 19, 2012 | April 20, 2012 | June 15, 2012 |



ANTICIPATED TABLE OF CONTENTS

Executive Summary

Methodology

Overview of AMD Patients

- Disease Stage
- Symptoms
- Relapses
- Other Health Problems
- Perception of Overall Health
- Health Insurance
- Knowledge of Disease
- Disease Impact

Patient Journey—Path to Diagnosis and Drug Treatment

- Time to Seeking Treatment
- Summary of Diagnosis
- Initial Symptoms
- Time to Drug Treatment

Current AMD Treatment

- Doctor Visits
- Drug Use and Awareness
- Perceptions of Compliance
- Side Effects
- Monthly Cost

Patient Behavior—Information Seeking, Samples, and Requests

- Disease Research
- Advocacy Programs
- Sampling
- Drug Requests
- Filling Prescriptions

Profiles of Brands

- Brand Advocacy
- Brand Loyalty
- Satisfaction versus Importance
- Patient Profile

Emerging and Recently Launched AMD Treatments

- Drivers of Adoption
- Awareness and Familiarity with Treatments in Development