BioTrends RESEARCH GROUP
A Decision Resources Group Company

REPORT OVERVIEW

PATIENTTRENDS®: HEPATITIS C 2012

***PatientTrends: Hepatitis C** will cover patients' attitudes, perceptions, and behavior regarding their Hepatitis C (HCV). The report will focus on the patient's path to diagnosis and their perception of their interaction and relationship with their physician. The report will also look at what drives patients' satisfaction with their current HCV treatment, especially with regards to protease inhibitor therapy, and identify what treatment attributes that are most likely to prompt a patient to request a switch to an emerging treatment in development or to delay treatment until an emerging treatment in development becomes available.*

SAMPLE FRAME AND METHODOLOGY

This report includes responses from a random sample of approximately 250+ U.S. HCV patients

The survey is a self-administered online questionnaire that takes approximately 30 minutes to complete

A qualitative follow up arm includes telephone interviews conducted with a sub-set of 20 survey respondents

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

- Between 18 to 80 years of age
- Diagnosed with HCV by a physician

PRODUCT COVERAGE

Approved: Incivek, Victrelis, Pegasys, Pegintron, and Ribavirin

In development: TMC-435, BI201335, GS-7977, daclatasvir, alisporivir,

RELATED 2012 REPORTS

TreatmentTrends®: Hepatitis C (US)

TreatmentTrends®: Hepatitis C (EU)

ChartTrends®: Hepatitis C (US)

LaunchTrends®: Victrelis and Incivek Wave 4(US)

PROJECT OBJECTIVES

- Understand HCV 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 genotype classification
- Learn how patients' satisfaction with their current HCV treatments compares with their expectations for drug treatment
- Analyze what attributes of HCV patients' disease and treatment contribute to their brand satisfaction, advocacy, and loyalty
- Evaluate patient unmet need and determine what treatment attributes are most likely to encourage a patient to request a switch to an emerging treatment in development

DELIVERABLES

- Final report in PowerPoint format
- Complete set of frequency tables, summary statistics, and cross tabulations
- Copies of telephone interviews (as transcripts; 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
October 8, 2012	October 19, 2012	December 5, 2012

For more information, or the full report, please contact Lynn Price, Associate Therapeutic Class Director, Gastroenterology, at 610-321-9425 or lprice@bio-trends.com
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