

PATIENTTRENDS®: MULTIPLE SCLEROSIS

***PatientTrends: Multiple Sclerosis** 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 multiple sclerosis (MS) treatment, especially with regards to their disease-modifying agent (DMA), and identify what DMA attributes are most likely to prompt a patient to request a switch to an emerging DMA in development.*

PatientTrends provides indispensable primary market research on patient attitudes and perceptions of both their disease and 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. MS patients

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 MS by a doctor
- Currently using a DMA to treat their MS

PRODUCT COVERAGE

Avonex, Betaseron, Copaxone, Extavia, Gilenya, Rebif, Tysabri, Ampyra

RELATED 2012 REPORTS

TreatmentTrends®: Multiple Sclerosis (US)

TreatmentTrends®: Multiple Sclerosis (EU)

ChartTrends®: Multiple Sclerosis (US)

ChartTrends®: Multiple Sclerosis (EU)

Treatment Algorithms: Multiple Sclerosis

LaunchTrends®: Aubagio

LaunchTrends®: Lemtrada

Special Report: Impact of the Anti-JC Virus Antibody Assay

PRICE

\$49,500

PROJECT OBJECTIVES

- Understand MS 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 (i.e. CIS, RRMS, PRMS, SPMS, PPMS)
- Learn how patients' satisfaction with their current MS treatments compares with their expectations for drug treatment
- Analyze what attributes of MS 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
February 21, 2012	March 9, 2012	May 4, 2012

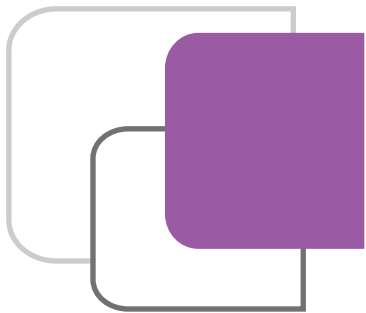


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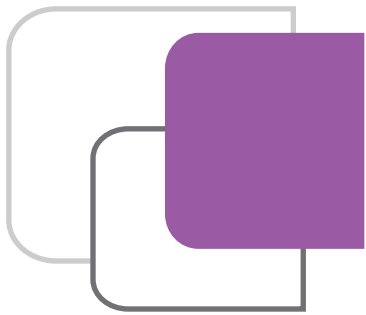


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