

### TREATMENTTRENDS®: AMD (US)

BioTrends Research Group is pleased to announce the continuation of **TreatmentTrends®: Age-Related Macular Degeneration** in 2012. In this report, current trends in the management of both dry and wet age-related macular degeneration (AMD) are explored from the perspective of retinal specialists and general ophthalmologists.

TreatmentTrends® are syndicated report series that provide longitudinal information on market dynamics. They provide insight into practice patterns, attitudes and perceptions, and current and projected use of various products. TreatmentTrends® evaluate perceived product advantages and disadvantages, as well as sales and messaging efforts of key market players.

#### SAMPLE FRAME AND METHODOLOGY

75+ retinal specialists and 25 general ophthalmologists complete a 45 minute online quantitative survey with several open ended questions for qualitative feedback

To qualify, respondents must meet the following criteria:

- Minimum of 50 wet AMD patients under their personal management
- Have been in practice a minimum of 2 years and a maximum of 30 years
- More than 75% of professional time spent in clinical practice

#### PRICE

\$32,000

#### RELATED 2012 REPORTS

Treatment Algorithms: AMD

LaunchTrends®: Eylea

TreatmentTrends®: Glaucoma

TreatmentTrends®: Uveitis

TreatmentTrends®: Diabetic Retinopathy/Diabetic Macular Edema

#### PROJECT OBJECTIVES

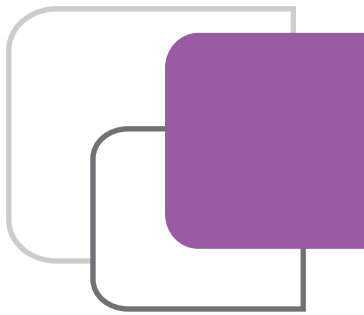
- Understand the relative wet and dry AMD patient load by disease characteristics
- Understand product attributes that are most important to ophthalmologists when selecting AMD therapy and compare the different agents on how they are perceived to perform against each attribute
- Understand how the use of each treatment approach and each agent is expected to change in the next six months and what factors are driving those trends
- Evaluate sales and messaging efforts of marketed wet AMD therapies
- Assess awareness of and interest in therapies that are in late stage development for the treatment of AMD

#### DELIVERABLES

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

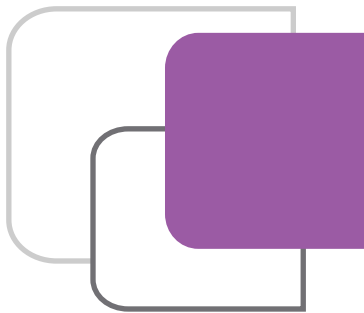
#### REPORT DATES AND PRICE

Date comments/proprietary questions are due	Field date	Publication date
August 6, 2012	August 17, 2012	September 21, 2012



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