

**TREATMENTTRENDS® : CHRONIC MYELOID LEUKEMIA**

*This series of reports examines the current trends in the management of Chronic Myeloid Leukemia (CML) from the perspective of hematologist-oncologists. 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**

45 minute online quantitative survey with several open ended questions for qualitative feedback

100 hematologist-oncologists

To qualify, respondents must meet the following criteria:

- Minimum of 10 CML patients under management per month
  - 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 \*
  - Currently prescribe at least two of the following: Gleevec, Tasigna, Sprycel
- \* Academic Oncologists allowed 50% practice time

**PRODUCT COVERAGE**

- Approved: Gleevec, Tasigna, Sprycel
- In development: novel treatments with a focus on the refractory patient population

**PRICE**

\$75,000 for three report series (U.S.)

**COMPANION REPORT 2012**

TreatmentTrends® CML EU (fielding August)

**ONCOLOGY REPORTS 2011**

LaunchTrends®: Yervoy & Zelboraf  
LaunchTrends®: Zytiga (abiraterone acetate)  
Launch Trends®: Xalkori (crizotinib)  
TreatmentTrends® Multiple Myeloma

**PROJECT OBJECTIVES**

- Determine the most important issues in the treatment of CML and how they are being met by the current products used by hematology-oncology to treat this condition.
- Understand hematologist-oncologists' current treatment preferences with respect to the most favored regimen and usage of Gleevec, Tasigna, and Sprycel by treatment line.
- Collect information on the promotional messages and activities targeting hematologist-oncologists.
- Determine treatment patterns for newly diagnosed and patients that build up a resistance to their initial therapy. Measure how treatment patterns are changing based on second-generation TKIs new safety and efficacy data?
- Measure the number of patients that are being treated by the major stages of CML: Chronic, Accelerated and Blast.
- Understand which regimens are preferred by hematologist-oncologists for TKI failures and what diagnostic markers are being utilized to determine therapy changes.
- Capture interest and anticipated value of next generation therapies in development.

**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**

Waves	Date comments/proprietary questions are due	Field date	Publication date
1	January 16, 2012	January 30, 2012	March 30, 2012
2	July 9, 2012	July 30, 2012	September 28, 2012
3	January 10, 2013	January 31, 2013	March 29, 2013