

TREATMENTTRENDS®: CONJUNCTIVITIS (US)

*BioTrends Research Group is pleased to announce the introduction of **TreatmentTrends®: Conjunctivitis** in 2012. In this report, current trends in the management of conjunctivitis are examined from the perspective of corneal / external eye disease 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

50 each general ophthalmologists, pediatricians, and primary care physicians complete a 45 minute online quantitative survey with several open-end questions for qualitative feedback

To qualify, respondents must meet the following criteria:

- Minimum of 50 conjunctivitis patients treated per year
- 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

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PROJECT OBJECTIVES

- Understand the relative patient load by disease characteristics, covering allergic, bacterial, and viral conjunctivitis
- Understand product attributes that are most important to ophthalmologists when selecting conjunctivitis therapy and compare the different brands on how they are perceived to perform against each attribute
- Understand how the use of each brand is expected to change in the next six months and what factors are driving those trends
- Evaluate sales and messaging efforts of conjunctivitis therapies
- Assess awareness of and interest in conjunctivitis therapies that are in late stage

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

REPORT DATES

Date comments/proprietary questions are due	Field date	Publication date
May 4, 2012	May 24, 2012	June 28, 2012