

**TREATMENTTRENDS®: BIOLOGICS IN CROHN'S DISEASE 2012**

*TreatmentTrends® Biologics in Crohn's Disease (CD) is a report that covers the use of biologics for the treatment of CD. The report focuses on current and future use of biologic agents, patient market share, perceived strengths and weaknesses of the key brands, barriers to broader usage, and sales force performance.*

*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. They evaluate perceived product advantages and disadvantages, as well as sales and messaging efforts of key market players.*

**SAMPLE FRAME AND METHODOLOGY**

100 gastroenterologists will complete a 45- minute online quantitative survey with several open ended questions for qualitative feedback

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

- Board Certified in gastroenterology
- In practice between 2 and 30 years
- Minimum of 50 CD patients under their personal management
- Minimum of 10 CD patients being treated on biologic agents

**PRODUCT COVERAGE**

Approved: Cimzia, Humira, Remicade, and Tysabri

In development: Stelara (Ustekinumab), Briakinumab, Vedolizumab, GSK-1605786

**RELATED 2011 REPORTS**

PatientTrends®: Crohn's Disease (US)  
ChartTrends®: Crohn's Disease (US)  
Treatment Algorithms®: CD (US)  
PatientTrends®: Ulcerative Colitis (US)  
TreatmentTrends®: Ulcerative Colitis (US)  
LaunchTrends®: Humira– UC (US)  
Treatment Algorithms®: UC(US)

**PRICE**

\$32,000

**PROJECT OBJECTIVES**

- Determine the typical patient load, diagnosis and prevalence of biologic treatment among gastroenterologists for CD
- Understand how and why biologic use is expected to shift among gastroenterologists in the next six months for CD
- Compare the biologics in terms of CD market share (current and future) and highlight the leading obstacles to brand growth
- Understand the unmet needs in the CD biologics market
- Understand the attributes that gastroenterologists feel are most important with the various biologics used to treat patients with Crohn's Disease
- Evaluate awareness of products in development and understand which product attributes will be most desirable in future biologic agents

**DELIVERABLES**

- Powerpoint decks to be published
- Complete set of frequency tables, summary statistics, and standard cross-tabulations
- Up to three proprietary questions answered per client in each wave

**REPORT DATES**

Date comments/proprietary questions are due	Field date	Publication date
January 31, 2011	February 6, 2012	February 29, 2012