

TREATMENTTRENDS®: EPILEPSY (US)

*BioTrends Research Group is pleased to announce the introduction of **TreatmentTrends®: Epilepsy in the US** report series in 2012. In this report, current trends in the management of epilepsy are examined from the perspective of neurologists and epilepsy specialists. 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

100+ neurologists (including a subset of epilepsy specialists) 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 patients with partial epilepsy under 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

RELATED 2012 REPORTS

TreatmentTrends®: Epilepsy (EU)

PRICE

\$32,000

PROJECT OBJECTIVES

- Understand the epilepsy patient population managed by respondents including types of epilepsy and management approaches
- Assess current antiepileptic drug (AED) prescribing behavior with a specific focus on monotherapy versus adjunctive therapy, brand versus generic use, and use by seizure type
- Understand product attributes that are most important to neurologists when selecting anticonvulsants and compare how key brands are perceived to perform against each attribute
- Understand how the use of each AED is expected to change in the next six months and what factors are driving those trends
- Evaluate sales strategies and messaging efforts of key AED brands
- Assess awareness of and interest in AEDS that are in late stage development

DELIVERABLES

- Final report in PowerPoint format
 - If client is also purchasing TreatmentTrends®: Epilepsy (EU), then the analysis between the regions (US/EU) will also be included
- 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

Date comments/proprietary questions are due	Field date	Publication date
February 27, 2012	March 9, 2012	April 13, 2012