

TREATMENTTRENDS®: GLAUCOMA (US) 2012

*BioTrends Research Group is pleased to announce the continuation of **TreatmentTrends®: Glaucoma** in 2012. In this report, current trends in the management of glaucoma are examined from the perspective of glaucoma 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+ glaucoma 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 primary glaucoma patients 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

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PRICE
\$32,000

PROJECT OBJECTIVES

- Understand the relative glaucoma patient load by disease characteristics with a specific focus on primary open-angle glaucoma (POAG)
- Understand product attributes that are most important to ophthalmologists when selecting POAG 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 POAG therapies
- Assess awareness of and interest in POAG therapies that are in late stage 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

REPORT DATES

Date comments/proprietary questions are due	Field date	Publication date
February 3, 2012	February 16, 2012	March 22, 2012

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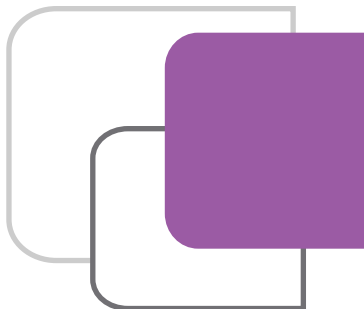


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