

**TREATMENTTRENDS®: SYSTEMIC LUPUS ERYTHEMATOSUS 2012**

*TreatmentTrends®: Systemic Lupus Erythematosus provides timely analysis and a benchmark of the current treatment trends for SLE across all disease classifications. This report will also evaluate current and anticipated future class and brand utilization, rheumatologists' perceptions about attribute importance and product performance; and drivers and barriers to product adoption and usage. Finally, the report will provide a competitive review of the awareness of new products in late stage development. 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. They are quantitative in nature with several open-ended questions for qualitative feedback.*

**SAMPLE FRAME AND METHODOLOGY**

This report will include responses from a random sample of 100+ rheumatologists

To qualify for participation, physicians have to meet the following criteria:

- In practice between 2 and 30 years
- Must have at least 50 patients with SLE under management who have been seen in the past year
- More than 75% of time spent in clinical practice

**PRODUCT COVERAGE**

Benlysta, Mycophenolate mofetil MMF, cyclophosphamide, CellCept, Myfortic, hydroxychloroquine; Abatacept, Lupuzor, Rontalizumab, Sifalimumab, Sirolimus, Atacicept

**RELATED 2012 REPORTS**

- ChartTrends®: Lupus (US)
- ChartTrends®: Lupus (EU)
- TreatmentTrends®: Lupus (EU)
- PatientTrends®: Lupus (US)
- LaunchTrends®: Benlysta Wave 4

**PRICE**  
\$32,000

**PROJECT OBJECTIVES**

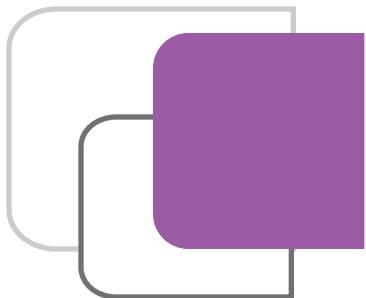
- Quantify SLE case loads by patient type/severity, source of patients and physician practice demographics
- Evaluate the treatment goals of physicians and quantify drug:drug treatment
- Quantify current and anticipated future patient share of the leading products in each drug class (immunosuppressants, biologic agents, antimalarials and corticosteroids) which are often administered in a 'cocktail'
- Evaluate physicians' attitudes and perceptions regarding; the importance (stated and derived) of product attributes, performance of existing therapies against these attributes and expected performance of late-stage products currently in development
- Identify drivers and barriers to product adoption and usage; where appropriate, evaluate differences by physician characteristics such as in-office infusion (IOI) versus non-IOI capabilities and practice size
- Evaluate the familiarity with and interest in products in late stage (Phase II/III) development for SLE such as rontalizumab (IFN alpha antagonist, Genentech/Roche), sifalimumab (IFN alpha antagonist, Medimmune/Astra Zeneca), laquinamod (Teva), sirolimus (IL-2 antagonist, Pfizer) and atacicept (B-cell modulator; ZymoGenetics/Merck Serono)

**DELIVERABLES**

- The complete report, including key findings in PowerPoint format
- A complete set of frequency tables, summary statistics, and 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
September 18, 2012	September 28, 2012	November 2, 2012



*TREATMENTTRENDS®: SYSTEMIC LUPUS ERYTHEMATOSUS 2011*

**TABLE OF CONTENTS**

- Background, Methods, and Objectives..... 4
  - Agents Used in the Treatment of SLE and Late-Stage Compounds in Development
  - Market News
- Executive Summary: Key Findings..... 14
- Physician Demographics..... 20
  - Practice Demographics
  - In-Office-Infusion Capabilities
  - Types of Conditions Treated
  - Source of Patient Referrals
- Disease Classification..... 26
  - Clinical Description: Mild, Moderate, Severe SLE
  - Distribution of Patients by Severity and Clinical Manifestations by Severity
- Treatment of SLE..... 32
  - Steroid Therapy
  - Change in the Use of Immunosuppressant / Cytotoxic Agents
  - Current and Future Treatment Prevalence: Immunomodulator Therapy by Severity
  - Past, Present and Future Immunomodulator Therapy Brand Share by Severity
  - Recent Changes in SLE Management
  - Biologic Eligible and Biologic Treated SLE Patients
  - Eligibility Criteria for Biologic Treatment
  - Physician Satisfaction with Current Treatment Options
  - Brand Initiation in the Treatment Continuum
  - Discontinuation of Therapy
- Perceptions of Product Performance in SLE..... 49
  - Preference for SLE Agents and Overall Performance
  - Brand Satisfaction
  - Attribute Importance (Stated and Derived) and Brand Perception
  - Barriers to Broader Usage
- Attitudes Towards Management and Treatment of SLE..... 62
  - Statement Agreement
- Promotional Messages..... 65
  - Representative Contact
  - Message Recall (Unaided)
- New Treatment Options and Guidelines..... 71
  - Unmet Needs
  - Awareness of New Treatments for SLE
  - Familiarity with Compounds in Development for SLE
  - Interest and Perceived Value of Compounds in Development for SLE
  - Benlysta: Sources of Familiarity, Message Recall, Initial Reaction and Interest, Advantages, Disadvantages, Benefit / Risk, Patient Profile, Percent Likely Candidates, Timeline for Usage, Most Likely Agents Replaced
- Appendix..... 92