

**TREATMENTTRENDS®: MULTIPLE SCLEROSIS**

BioTrends Research Group is pleased to announce the continuation of **TreatmentTrends®: Multiple Sclerosis in the US** report series in 2012. Each quarterly report examines the current trends in the management of multiple sclerosis (MS) from the perspective of neurologists. 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**

45 minute online quantitative survey with several open ended questions for qualitative feedback

- 100+ respondents surveyed in Waves 1 through 3
- 200+ respondents in Wave 4

To qualify, respondents must meet the following criteria:

- Minimum of 50 patients with multiple sclerosis 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

**PRODUCT COVERAGE**

Approved: Avonex, Betaseron, Copaxone, Extavia, Gilenya, Rebif, Tysabri, Ampyra

In development: alemtuzumab, BG-12, daclizumab, laquinimod, ocrelizumab, PEG-Avonex, teriflunomide

**RELATED 2012 REPORTS**

- TreatmentTrends®: Multiple Sclerosis (EU)
- ChartTrends®: Multiple Sclerosis (US)
- ChartTrends®: Multiple Sclerosis (EU)
- PatientTrends: Multiple Sclerosis
- Treatment Algorithms: Multiple Sclerosis
- LaunchTrends®: Aubagio
- LaunchTrends®: Lemtrada
- Special Report: Impact of the Anti-JC Virus Antibody Assay

**PRICE**

- \$72,000 for quarterly report bundle
- \$24,500 for Q1-Q3 single report
- \$40,000 for Q4 single report

**PROJECT OBJECTIVES**

- Understand the relative MS patient load by disease classification (CIS, RRMS, PRMS, SPMS, PPMS) and how DMAs are used in each group
- Understand product attributes that are most important to neurologists when selecting DMAs and compare the different brands on how they are perceived to perform against each attribute
- Understand how the use of each DMA brand is expected to change in the next six months and what factors are driving those trends
- Evaluate sales strategies and messaging efforts of DMA therapies
- Assess awareness of and interest in DMA therapies that are in late stage development

**DELIVERABLES**

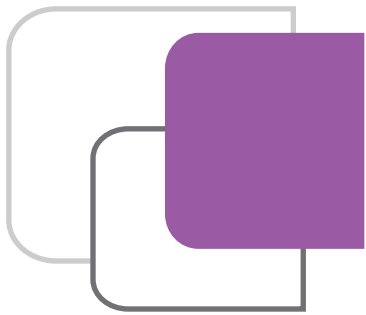
- Final report in PowerPoint format
  - Tracking between waves will be provided for clients purchasing the report series
  - If client is also purchasing TreatmentTrends®: Multiple Sclerosis (EU), then the analysis between the regions (US/EU) will also be included
- Complete set of frequency tables, 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**

Waves	Date comments/proprietary questions are due	Field date	Publication date
1	February 6, 2012	February 16, 2012	March 23, 2012
2	April 30, 2012	May 10, 2012	June 15, 2012
3	July 30, 2012	August 9, 2012	September 14, 2012
4	October 23, 2012	November 2, 2012	December 14, 2012

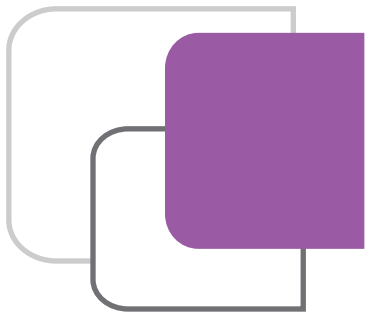
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