

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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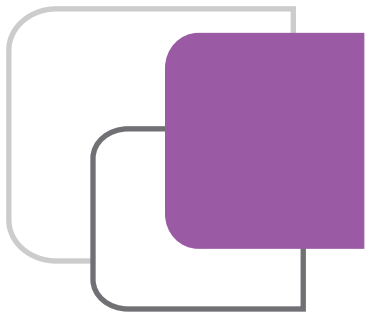


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