

TREATMENTTRENDS® : PROSTATE CANCER

This series of reports examines the current trends in the management of Prostate Cancer from the perspective of urologists and medical oncologists. 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

50 Urologists
50 Medical Oncologists

To qualify, respondents must meet the following criteria:

- Minimum of 25 prostate cancer patients under management per month
- 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 *

* Academic respondents allowed 50% practice time

PRODUCT COVERAGE

- Approved: hormonal therapies (including LHRH agonists, antagonists, anti-androgens, and Zytiga); chemotherapies (including docetaxel and Jevtana); Provenge; Xgeva; and bisphosphonates
- In development: multiple novel therapies across various drug classes

PRICE

\$75,000 for three report series (U.S.)

COMPANION REPORT 2012

TreatmentTrends® Prostate Cancer EU (fielding August)

ONCOLOGY REPORTS 2011

TreatmentTrends®: Multiple Myeloma
LaunchTrends®: Zytiga (abiraterone)
LaunchTrends®: Yervoy & Zelboraf
Launch Trends®: Xalkori (crizotinib)
TreatmentTrends® Multiple Myeloma

PROJECT OBJECTIVES

- Determine the most important issues in the treatment of prostate cancer and how they are being met by the currently available products used by urologists and medical oncologists
- Understand current treatment rates and patient shares in different prostate cancer treatment settings (newly diagnosed and recurrent prostate cancer settings). The newly diagnosed settings include localized (low-risk, intermediate-risk, and high-risk), locally advanced, and metastatic prostate cancer. The recurrent settings include biochemically recurrent, non-metastatic castrate-resistant, and multiple lines of metastatic castrate-resistant prostate cancer
- Collect information on the promotional messages and activities targeting urologists and medical oncologists
- Determine the current attitudes and usage of treatments for patients with bone complications associated with prostate cancer and prostate cancer treatment
- Understand the differences between urologists and medical oncologists treatment involvement by prostate cancer setting, and differences in the use of currently available therapies between these specialties, plus their perceptions of unmet needs
- Capture interest and anticipated value of next generation therapies in development for prostate cancer. Understand the expected usage of emerging therapies and the threats these emerging therapies pose to currently available treatments

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 in each wave

REPORT DATES

Waves	Date comments/proprietary questions are due	Field date	Publication date
1	January 16, 2012	January 30, 2012	March 30, 2012
2	July 9, 2012	July 30, 2012	September 28, 2012
3	January 10, 2013	January 31, 2013	March 29, 2013