

CHARTTRENDS®: MULTIPLE SCLEROSIS IN THE EU

BioTrends Research Group, Inc. is pleased to announce the introduction of **ChartTrends®: Multiple Sclerosis in the European Union for 2011**. In this report, patient level data are captured from 1000+ unique multiple sclerosis (MS) patient records. These patient audits are completed by 25+ neurologists who submit between three and six audits each. Respondents are limited to one patient per disease-modifying agent (DMA) brand (Avonex, Betaferon, Copaxone, Extavia, Rebif and Tysabri). At least 150 charts from each brand are included in the audit, allowing for comparisons between brands. ChartTrends are syndicated reports designed to compare what physicians self-report about disease management to what actually occurs at the patient level. Through an in-depth review of specific patient charts, details such as product initiation, switching, concomitant medications, exacerbation management, and a host of test and patient demographic variables help define patient types and identify therapy triggers.

SAMPLE FRAME AND METHODOLOGY

More than 225 neurologists from the UK (n=25+), Germany (n=50+), France (n=50+), Spain (n=50+), and Italy (n=50+) will complete patient audits for between three and six of their MS patients currently being treated with a DMA. Each patient audit took approximately 15-20 minutes to complete

To qualify for participation, neurologists must meet the following criteria:

- In practice between 2 and 30 years
- Must have at least 50 patients with MS under management
- More than 50% of time spent in clinical practice

Each patient record meets the following criteria:

- At least 18 years of age
- On commercially available DMA therapy for at least the past 6 months
- Only one patient per brand, per neurologist may be reviewed

All methods are compliant with local patient privacy laws

In addition to completing the patient audit, each neurologist completes a profile survey regarding attitudes, perceptions, and treatment practices

RELATED 2011 REPORTS

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ChartTrends®: Multiple Sclerosis (US)
PatientTrends: Multiple Sclerosis
Treatment Algorithms: Multiple Sclerosis
LaunchTrends®: Gilenya
LaunchTrends®: Movectro (if approved)

PRICE

\$75,000

PROJECT OBJECTIVES

- What is the typical patient origination for MS patients?
- How are neurologists managing their MS patients?
- What is the typical patient profile for each brand?
 - Demographics
 - Comorbidities
 - Multiple sclerosis disease characteristics
 - Exacerbation frequency and severity
- How are new DMAs likely to impact the current market and what patient types are most likely to migrate to the new therapies?
- What are the identifying physician characteristics that correlate with certain treatment approaches?

DELIVERABLES

- Final report in PowerPoint format
- Complete set of frequency tables, summary statistics, and cross tabulations
- Database containing de-identified patient audit data in SPSS and/or Excel
- Proprietary question slide deck and frequency tables
 - Clients purchasing prior to fielding had the opportunity to include up to three proprietary questions in the physician profile section

REPORT DATES

Date comments/proprietary questions are due	Field date	Publication date
March 1, 2011	March 25, 2011	May 27, 2011

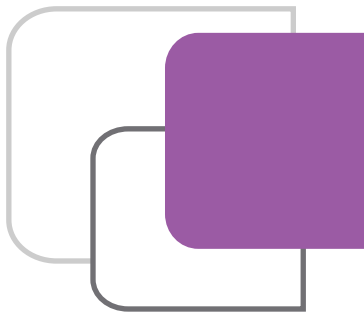


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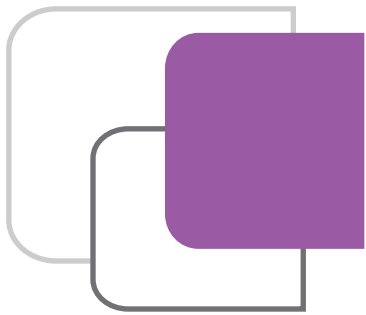


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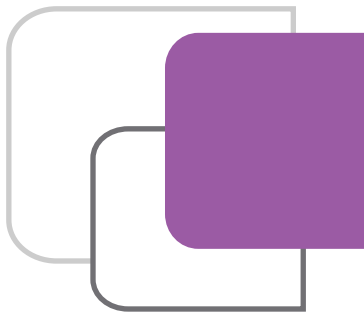


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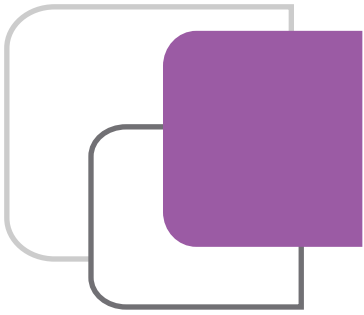


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