

LAUNCHTRENDS®: XALKORI

*BioTrends Research Group is pleased to announce a new syndicated report series, **LaunchTrends®: Xalkori (crizotinib)**. This Three wave primary research study will follow the launch of Pfizer's Xalkori. Waves 1 through 3 tracks the uptake of Xalkori at launch (within 1 month of availability) 6 months and 1 year following the August 2011 launch. LaunchTrends® are syndicated reports that track the trial, adoption and usage of new products from launch through maturity. These report series provide information on how new products fit into the treatment algorithm, impact current therapies, and changing market dynamics. They provide information on awareness, familiarity, and perceived clinical advantages and disadvantages of new products. And, they capture the promotional messages and activities of key market players.*

SAMPLE FRAME AND METHODOLOGY

This report will include responses from a random sample of 75 Medical Oncologists

A qualitative follow up arm includes telephone interviews conducted with a sub-set of 20 survey respondents

To qualify for participation, Medical Oncologists must meet the following criteria:

- In practice between 2 and 30 years
- Minimum of 50 patients with NSCLC personally treated over the last year
- More than 75% of time spent in clinical practice

PRODUCT COVERAGE

ALIMTA, AVISTIN, TARCEVA AND XALKORI

RELATED 2011 REPORTS

LaunchTrends®: Melanoma (Yervoy & Zelboraf) U.S.

TreatmentTrends®: Multiple Myeloma (US)
LaunchTrends®: Zytiga (abiraterone acetate)

PRICE

\$65,000 for three report bundle

PROJECT OBJECTIVES

- Understand awareness of and familiarity with Xalkori among Medical Oncologists
- Understand the perceived clinical advantages and disadvantages of Xalkori compared to other marketed agents used in treating Non-Small-Cell Lung Cancer (NSCLC)
- Understand where Xalkori is expected to fit in the treatment algorithm for patients with NSCLC
- Track the trial, adoption, and usage trends including anticipated future trends for the treatment of NSCLC
- Collect information on the promotional messages and activities being employed by Pfizer
- Capture interest and anticipated value of next generation therapies in development

DELIVERABLES

- Final report in PowerPoint format (from each wave)
- Complete set of frequency tables, summary statistics, and cross tabulations (each wave)
- Copies of telephone interviews (as audio files; blinded)
- 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	September 12, 2011	September 26, 2011	November 2011
2	March 9, 2012	March 30, 2012	May 1, 2012
3	September 5, 2012	September 26, 2012	November 1, 2012