

BioTrends

RESEARCH GROUP

A Decision Resources Group Company

REPORT SERIES SUMMARY

LAUNCHTRENDS®: VICTRELIS (BOCEPREVIR) AND INCIVEK (TELAPREVIR)

BioTrends is pleased to announce a new syndicated report series, **LaunchTrends®: Victrelis and Incivek**. This multi-wave primary research study will track the market performance of Victrelis (boceprevir) and Incivek (Telaprevir) in the months immediately following the May 2011 launch. Reports are based on data collected at one month, three months and six months following the launch of these products. These report series track the trial, adoption and usage of new products and provide information on how new products fit into the treatment algorithm, impact current therapies, and change market dynamics. The reports also provide information on awareness and familiarity, perceived clinical advantages and disadvantages of new products, and on promotional messages and activities of key market players.

SAMPLE FRAME AND METHODOLOGY

25 gastroenterologists, 29 hepatologists and 26 infectious disease specialists will complete a 45 minute online quantitative survey

Qualitative interviews with 20 physicians (divided equally by specialty) will also be conducted

To qualify, respondents must meet the following criteria:

- Manage a minimum of 50 patient with Hepatitis C
- Spend more than 50% of time spent in clinical practice
- Have been in practice a minimum of 2 years and a maximum of 30 years
- Not a member of a national advisory board for either product / company

PRODUCT COVERAGE

Incivek, Victrelis, Pegasys, Peginteron, Ribavirin

RELATED 2011 REPORTS

TreatmentTrends®: Hepatitis C (US)

PatientTrends®: Hepatitis C

PRICE

\$60,000 for 3 report bundle
\$24,500 for single report

PROJECT OBJECTIVES

- Evaluate awareness (unaided and aided), interest, and initial reaction to Victrelis (Boceprevir) and Incivek (Telaprevir) among physicians
- Understand the perceived clinical advantages and disadvantages of Victrelis and Incivek among physicians
- Identify the expected role of Victrelis and Incivek in physicians' treatment algorithm for Hepatitis C
- Track the trial, adoptions and usage of Victrelis and Incivek, including anticipated future trends
- Identify which of the peginterferons Victrelis and Incivek are being used in combination with and the patient types who are prescribed these products
- Determine what messages (and counter messages) are being delivered for these products
- Quantify the proportion of gastroenterologists, hepatologists and infectious disease specialists who have prescribed Victrelis and Incivek and at what point non-prescribers will begin initiating trial

DELIVERABLES

- Final report in powerpoint format
- Complete set of frequency tables, summary statistics, and cross tabulations
- Proprietary slide deck and frequency tables
 - Clients purchasing prior to fielding will have the opportunity to include up to three proprietary questions in each wave
 - Responses to proprietary questions will be provided only to those sponsors and will not be included in the syndicated version of the report but provided under separate cover

REPORT DATES

| Date comments/proprietary questions are due | Field date | Publication date |
|---|-------------------|--------------------|
| June 8, 2011 (Wave 1) | June 17, 2011 | July 22, 2011 |
| August 12, 2011 (Wave 2) | August 19, 2011 | September 23, 2011 |
| November 11, 2011 (Wave 3) | November 18, 2011 | December 23, 2011 |

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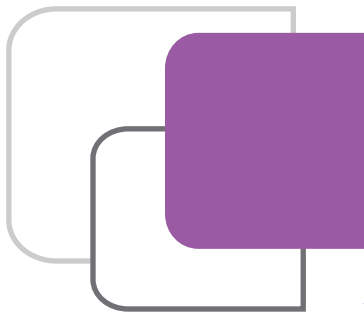
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WAVE 2 REPORT OVERVIEW

LAUNCHTRENDS®: VICTRELIS (BOCEPREVIR) AND INCIVEK (TELAPREVIR)

| | |
|--|----|
| Background, Methods, and Objectives..... | 4 |
| Key Findings..... | 18 |
| Respondent Demographics..... | 24 |
| Practice Demographics | |
| Conditions Seen | |
| Patient Load: Number of HCV Patients | |
| Genotype Distribution and Progression of Disease | |
| Presence of Co-Morbidities | |
| Liver Impairment | |
| Impact of IL28B Host Genotype Testing | |
| Awareness and Familiarity with Incivek and Victrelis..... | 33 |
| Need and Unaided Awareness of New Products/Information | |
| Aided Awareness and Familiarity | |
| Source of Familiarity | |
| Main Message Recall | |
| Main Message Recall | |
| Profile Awareness: Victrelis | |
| Initial Reaction and Interest in Victrelis | |
| Perceived Advantages of Victrelis | |
| Perceived Disadvantages of Victrelis | |
| Profile Awareness: Incivek | |
| Initial Reaction and Interest in Incivek | |
| Perceived Advantages of Incivek | |
| Perceived Disadvantages of Incivek | |
| Trial and Use of Incivek and Victrelis..... | 52 |
| Treatment History of HCV Patients | |
| Current Treatment of HCV | |
| Victrelis and Incivek Trial Rates | |
| Target Patient for Victrelis | |
| Target Patient for Incivek | |
| Protease Inhibitor Patient Profile | |
| Primary Reason for Protease Inhibitor Initiation | |
| Treatment Discontinuation from Protease Inhibitor | |
| Overall Satisfaction and Managed Care Approval Process | |
| Primary Obstacles to Use | |
| Reasons for Not Prescribing | |
| Statement Agreement | |
| Competitive Landscape..... | 71 |
| Attribute Importance | |
| Attribute Importance and Brand Perception | |
| Attribute Performance: Wave over Wave Comparison | |
| Respondent Opinion Regarding Protease Inhibitor Efficacy | |
| Side Effects with Protease Inhibitors | |
| Side Effect Concern with Protease Inhibitors vs Interferon Therapy | |
| Case Study..... | 84 |
| Case Study 1: Victrelis and Incivek as a Treatment Option | |
| Case Study 1: Reasons for Choosing or Not Choosing Victrelis | |
| Case Study 1: Reasons for Choosing or Not Choosing Incivek | |
| Case Study 2: Victrelis and Incivek as a Treatment Option | |
| Case Study 2: Reasons for Choosing or Not Choosing Victrelis | |
| Case Study 2: Reasons for Choosing or Not Choosing Incivek | |



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LAUNCHTRENDS[®]: VICTRELIS (BOCEPREVIR) AND INCIVEK (TELAPREVIR)

| | |
|--|-----|
| Promotional Activity..... | 94 |
| Frequency of Detailing | |
| Sales Representative:: Main Messages (Unaided) | |
| Sales Representative Message Recall (Aided) | |
| Aided Message Recall: Wave over Wave Comparison | |
| Sales Rep Knowledge | |
| Call Details: Activities and Clinical Trials | |
| Competitive Detailing | |
| Respondent Advice Regarding Promotion | |
| Anticipated Use of the Protease Inhibitors..... | 104 |
| Timeline for Trial of Victrelis and Incivek | |
| Current Share and Eligible Population | |
| Liver Impairment and Triple Therapy Candidates | |
| Current Share, Projected Share and Eligible Population | |
| Products in Development..... | 110 |
| Awareness of New Products in Development (Unaided) | |
| Awareness of New Products in Development (Aided) | |
| Appendix..... | 113 |