

SPECIAL REPORT: OPPORTUNITIES IN OPHTHALMOLOGY

*BioTrends Research Group is pleased to announce the introduction of **Special Report: Opportunities in Ophthalmology** for 2011. In this report, 230+ ophthalmologists and specialists will provide data from a quantitative survey and qualitative interviews will be conducted with 25 respondents about their treatment of various ophthalmic disorders including, AMD, glaucoma and uveitis. Respondents are also asked about their perceptions of companies active in the ophthalmology market and interest in late stage pipeline products. Special Reports are syndicated report series that provide an opportunity to dig deeper into areas of current interest in the market.*

SAMPLE FRAME AND METHODOLOGY

100 general ophthalmologists, 30 retinal specialists, 30 corneal / refractive surgery specialists, 30 glaucoma specialists, and 30 ocular immunologist / uveitis specialists will complete a 45 minute online quantitative survey with several open ended questions for qualitative feedback

Qualitative interviews with 25 physicians (five from each specialty) will also be conducted.

To qualify, respondents must meet the following criteria:

- Be in active clinical practice as an ophthalmologist
- If a specialist, must be board certified in that specialty and/or have completed a fellowship or special training
- Spend at least 75% of time in clinical practice
- Have been in practice a minimum of 2 years and a maximum of 30 years

RELATED 2011 REPORTS

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PRICE
\$29,000

PROJECT OBJECTIVES

- Describe the key demographics and characteristics of ophthalmologists and ophthalmology practices
- Understand the ophthalmology market and patient load divided by ophthalmological disease categories and specific conditions
 - While all patient types will be focused on, age-related macular degeneration, glaucoma, uveitis, conjunctivitis, diabetic macular edema, diabetic retinopathy, dry eye syndrome, and retinitis pigmentosa will be areas of focus
- Uncover recent trends in the management and treatment of major ophthalmological disorders
- Assess clinical areas with the greatest amount of unmet therapeutic need
- Evaluate perceptions of companies active in the ophthalmology market
 - Companies include Alcon, Allergan, Bausch & Lomb, Bayer, EyeGate Pharma, Genentech, GSK, Inspire, Lux Biosciences, Merck, Novartis, Pfizer, QLT, Regeneron, Santen
- Assess awareness of and interest in ophthalmologic therapies that are in late stage clinical development
 - Drugs in development include AL-8309B, Arxxant (ruboxistaurin), CF 101, dexamethasone sodium phosphate ophthalmic, Eylea (aflibercept / VEGF Trap-Eye), Iluvien (fluocinolone acetonide ophthalmic), Luveniq (voclosporin), MitoSol (mitomycin ophthalmic), NT-501, secukinumab (AIN-457), Vitreosolve, Zyclorin (cyclosporine A ophthalmic)

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 five proprietary questions in each wave

REPORT DATES

Date comments/proprietary questions are due	Field date	Publication date
October 28, 2011	November 1, 2011	December 15, 2011