

TREATMENTTRENDS®: GOUT U.S.

TreatmentTrends® Gout is a report that covers the use of uric acid lowering (UAL) therapies as well as gout flare remedies for the treatment and management of gout among rheumatologists, nephrologists and primary care physicians. The report focuses on current and future use of agents, patient market share, perceived strengths and weaknesses of the key UAL products, barriers to broader usage, promotional efforts and is heavy on therapies in development. 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.

SAMPLE FRAME AND METHODOLOGY

45 minute online quantitative survey with several open ended questions for qualitative feedback

Physician sample per wave:

- 100+ rheumatologists
- 60+ primary care physicians with moderate- to-high gout patient volume
- 50+ nephrologists with moderate-to-high gout patient volume

Respondents are:

- Board Certified in Rheumatology or Nephrology; FP/GP or Internal Medicine; ≥ 50% of physicians' time spent in clinical practice
- In practice between 2 and 30 years
- Minimum of 50 gout patients under their personal management

PRODUCT COVERAGE

Approved: Allopurinol, Uloric, Probenecid, Krystexxa; Colcrys/colchicine, NSAIDs, steroids

In development: Arcalyst, RDEA594, BCX4208

RELATED REPORTS

- TreatmentTrends®: Gout (E5)
- ChartTrends®: Gout (US)
- ChartTrends®: Gout (E5)

PRICE

\$49,500

PROJECT OBJECTIVES

- Determine the typical patient load and diagnosis for gout, and usage of uric acid lowering (UAL) treatment for gout among rheumatologists, nephrologists and primary care physicians
- Evaluate the unmet need in managing and treating gout
- Identify key product attributes for UAL therapies which drive physician prescribing
- Quantify the gout patient population ineligible or refractory to UAL therapy
- Understand how and why agents used to treat gout is expected to shift among rheumatologists, nephrologists, and primary care physicians in the next six months
- Compare each agent in terms of patient market share (current and future) and highlight the primary barriers to brand growth
- Understand how physicians manage patients during acute gout flare attacks
- Evaluate Uloric and Krystexxa promotional messages and sales force efficiency

DELIVERABLES

- Powerpoint deck to be published
- Complete set of frequency tables, summary statistics, and standard cross-tabulations
- Up to three proprietary questions answered per client in each wave

REPORT DATES

Date comments/proprietary questions are due	Field date	Publication date
July 1, 2011	July 11, 2011	Aug. 22, 2011

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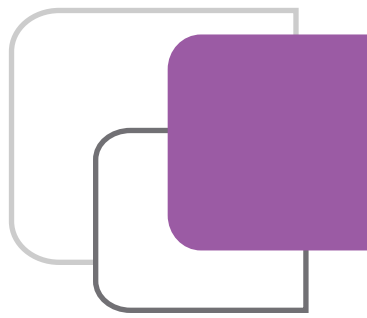


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