

TREATMENTTRENDS®: KIDNEY TRANSPLANTATION (EU) 2011

BioTrends Research Group, Inc. is pleased to announce a new report *TreatmentTrends®: Kidney Transplantation EU*. This is a follow on to a similar report that was conducted in the US. This report will cover the overall care of kidney transplant patients from the perspective of Transplant Nephrologists, Transplant Surgeons and General Nephrologists. Emphasis is on immunosuppressive agents in induction, maintenance, and acute rejection. *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. They evaluate perceived product advantages and disadvantages, as well as sales and messaging efforts of key market players

SAMPLE FRAME AND METHODOLOGY

Quantitative online 40-minute survey with a random sample of 240 physicians in the UK, Germany, France, Italy, Spain

- 40 Transplant Surgeons
- 200 Nephrologists Managing Transplant Patients

Screening Criteria:

- In practice between 2 and 30 years
- Nephrologists must manage at least 25 kidney transplant patients
- Transplant Surgeons must perform at least six kidney transplants a year

RELATED 2011 REPORTS

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PRICE: \$62,000

PROJECT OBJECTIVES

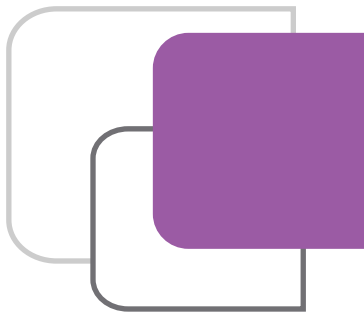
- Understand the market landscape for kidney transplantation
 - What are the barriers to transplantation?
 - How many patients are referred for/receive kidney transplants each year?
- Understand how Transplant Surgeons and Nephrologists are involved in the care of kidney transplant patients
 - What role does each specialty play? How do they work together?
 - What role do guidelines play in the care of transplant recipients?
- Understand treatment prevalence and product preferences for immunosuppressive agents in induction, maintenance, and acute rejection among Transplant Surgeons and Nephrologists
 - Understand future events that may shift current treatment paradigms
 - What is the expected future use of various products?
 - What is awareness and interest in new products in development?
- Understand how Nephrologists approach the care of post-transplant patients
 - Are post-transplant patients treated as CKD patients?
 - What risk factors are physicians most concerned about for their kidney transplant patients?
- Understand the best opportunities for shifting practice patterns to improve the quality of care for kidney transplant patients
 - How do physicians receive information and education?

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

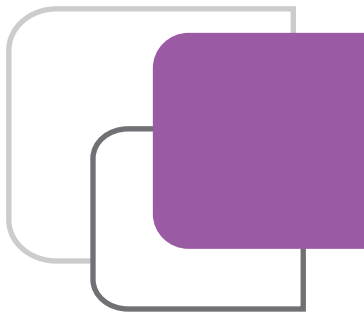
Date comments/proprietary questions are due	Field date	Publication date
August 26, 2011	September 12, 2011	November 14, 2011



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