

TREATMENTTRENDS®: MULTIPLE MYELOMA

This bi-annual series of reports examines the current trends in the management of Multiple Myeloma from the perspective of hematologist-oncologists. 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. TreatmentTrends® evaluate perceived product advantages and disadvantages, as well as sales and messaging efforts of key market players.

SAMPLE FRAME AND METHODOLOGY

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

100 hematologist-oncologists

To qualify, respondents must meet the following criteria:

- Minimum of 10 Multiple Myeloma patients under management per month
- Have been in practice a minimum of 2 years and a maximum of 30 years
- More than 50% of professional time spent in clinical practice
- Currently prescribe at least one of the following: Velcade, Revlimid or Thalomid

PRODUCT COVERAGE

Approved: Velcade, Revlimid and Thalomid

In development: novel treatments and combination regimens with a focus on the refractory patient population

RELATED 2011 REPORTS

- LaunchTrends®: Melanoma (Yervoy & Zelboraf)
- LaunchTrends®: Zytiga (abiraterone acetate)
- Launch Trends®: Crizotinib

PRICE

- \$49,000 for two report bundle (U.S.)
- \$75,000 for three report bundle (U.S.)

PROJECT OBJECTIVES

- Understand hematologist-oncologists' current treatment preferences with respect to the most favored regimen and uptake of Velcade, Revlimid, and Thalomid, by treatment line.
- Collect information on the promotional messages and activities targeting hematologist-oncologists
- Determine treatment patterns for asymptomatic, newly diagnosed multiple myeloma patients. Do risks outweigh benefits? To what extent are physicians currently treating asymptomatic patients, and do they expect this behavior to change?
- Measure the number of patients that are eligible for an autologous stem-cell transplant (ASCT), and what percentage will actually receive one
 - Understand which regimens are preferred by hematologist-oncologists for ASCT-eligible and ASCT-ineligible patients with respect to efficacy, safety and delivery
- Understand which regimens are preferred by hematologist-oncologists for second-line and third-line multiple myeloma patients
- Determine the patient profiles with respect to prior treatments for second-line patients treated with Velcade, Revlimid, and Thalomid
- Determine the most critical unmet needs in the treatment of Multiple Myeloma and how this compares with other hematology-oncology indications.
- Capture interest and anticipated value of next generation therapies in development.

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 three proprietary questions in each wave

REPORT DATES AND PRICING

Waves	Date comments/proprietary questions are due	Field date	Publication date
1	September 9, 2011	September 19, 2011	October 28, 2011
2	March 7, 2012	April 1, 2012	May 15, 2012
3	September 7, 2012	Oct. 1, 2012	November 15, 2012