

**TREATMENTTRENDS®: MULTIPLE SCLEROSIS**

*This series of quarterly reports examines the current trends in the management of multiple sclerosis (MS) from the perspective of neurologists. 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+ respondents surveyed in Waves 1 through 3  
200+ respondents in Wave 4
- To qualify, respondents must meet the following criteria:
  - Minimum of 50 MS patients under management
  - 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

**PRODUCT COVERAGE**

Approved: Avonex, Betaseron, Copaxone, Extavia, Gilenya, Rebif, Tysabri, Ampyra, Nuedexta

In development: alemtuzumab, BG-12, daclizumab, laquinimod, ocrelizumab, pegylated IFN-β-1a, teriflunomide, arbaclofen placarbil, IPX056, Sativex

**RELATED 2011 REPORTS**

- TreatmentTrends®: Multiple Sclerosis (EU)
- ChartTrends®: Multiple Sclerosis (US)
- ChartTrends®: Multiple Sclerosis (EU)
- PatientTrends: Multiple Sclerosis
- Treatment Algorithms: Multiple Sclerosis
- LaunchTrends®: Gilenya

**PROJECT OBJECTIVES**

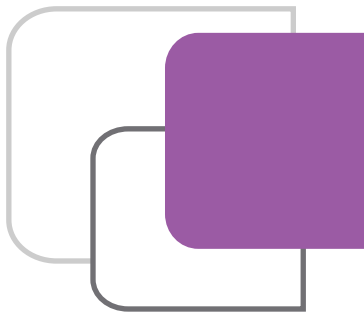
- Understand the relative MS patient load by disease classification (CIS, RRMS, PRMS, SPMS, PPMS) and how DMAs are used in each group
- Understand product attributes that are most important to neurologists when selecting DMAs and compare the different brands on how they are perceived to perform against each attribute
- Understand how the use of each DMA brand is expected to change in the next six months and what factors are driving those trends
- Evaluate sales and messaging efforts of DMA therapies
- Assess awareness of and interest in DMA therapies that are in late stage development

**DELIVERABLES**

- Final report in PowerPoint format
- Complete set of frequency tables, summary statistics, and cross tabulations
- If client is also purchasing TreatmentTrends®: Multiple Sclerosis (EU), then the analysis between the regions (US/EU) will also be included
- 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

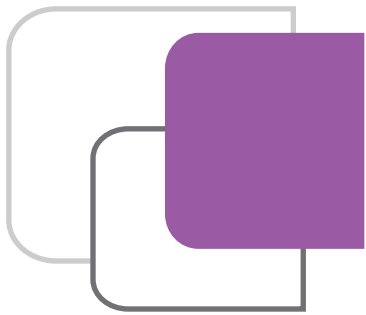
**REPORT DATES AND PRICING**

Waves	Date comments/proprietary questions are due	Field date	Publication date	Price
1	February 7, 2011	February 17, 2011	March 24, 2011	\$24,500
2	May 2, 2011	May 12, 2011	June 16, 2011	\$24,500
3	August 1, 2011	August 11, 2011	September 15, 2011	\$24,500
4	October 25, 2011	November 4, 2011	December 16, 2011	\$40,000
Package pricing (all four waves)				\$72,000



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