



2011 Syndicated Publication Plan

TreatmentTrends® are syndicated reports 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. They are quantitative with several open-ended questions for qualitative feedback.

Report	Publication Date*	Price
<u>Nephrology</u>		
Acute Kidney Injury	Mar	\$29,000
US Nephrology	Mar, Jun, Sept, Dec	\$72,000
Hyponatremia	Jun	\$29,000
Hyperkalemia	Jun	\$29,000
Lupus Nephritis	Mar	\$29,000
EU Nephrology: Anemia	Jun, Dec	\$88,000
EU Nephrology: Bone and Mineral	Jun, Dec	\$88,000
Kidney Transplantation (EU)	Nov	\$62,000
Anemia Managers	Sep	\$29,000
Glomerulonephritis	Nov	\$29,000
Canadian Nephrology	Aug	\$29,000
<u>Immune</u>		
Psoriasis (US)	Apr	\$29,000
Psoriasis (EU)	Jun	\$49,500
Biologics in RA (US)	Mar, Jun, Sept, Dec	\$72,000
Biologics in RA (EU)	Aug	\$49,500
Gout US	Aug	\$29,000
Gout EU	Dec	\$49,500
Lupus US	Nov	\$29,000
Lupus EU	May	\$49,500
Psoriatic Arthritis (US Rheum)	Dec	\$29,000
Psoriatic Arthritis (US Derm)	Mar	\$19,000
Psoriatic Arthritis (EU)	Aug	\$49,500
Ankylosing Spondylitis (US)	Dec	\$29,000
Ankylosing Spondylitis (EU)	Aug	\$49,500
Vasculitis (US)	Nov	\$29,000
<u>Neurology</u>		
Multiple Sclerosis (US)	Mar, Jun, Sept, Dec	\$72,000
Multiple Sclerosis (EU)	Nov	\$49,500
<u>GI</u>		
Crohn's Disease	Sept	\$29,000
Ulcerative Colitis	Sept	\$29,000
Hepatitis C (US)	May	\$49,500
<u>Ophthalmology</u>		
Glaucoma	Apr	\$29,000
Macular Degeneration	Oct	\$29,000
<u>Oncology</u>		
Multiple Myeloma	Oct	\$29,000
<u>Miscellaneous</u>		
Anemia of Chronic Disease II	Sept	\$49,500

*Publication dates are estimated and may shift during the year.

Please contact BioTrends at www.bio-trends.com for more detailed information on any project of interest.

Updated 8/15/2011

ChartTrends®

ChartTrends® are syndicated reports that uncover what occurs at the patient level. Through an in-depth review of specific patient charts, details such as product dosing and titration, switching, concomitant medications, and a host of laboratory and demographic variables define patient types and identify therapy triggers.

Report	Publication Date*	Price
Bone and Mineral Metabolism in Dialysis	Mar	\$59,000
Renal Anemia in Dialysis	Mar	\$59,000
Renal Anemia in China	Jul	\$75,000
Dialysis in China	Aug	\$75,000
Renal Anemia in Latin America	Aug	\$75,000
Dialysis & CKD in Latin America	Nov	\$75,000
Rheumatoid Arthritis in China	Sept	\$75,000
Fibromyalgia	Sept	\$59,000
Gout (US and EU)	Oct (US) / Aug (EU)	\$59,000 /\$75,000
Renal Anemia in Chronic Kidney Disease	Oct	\$59,000
Bone & Mineral Metabolism in CKD	Oct	\$59,000
Multiple Sclerosis (US and EU)	Oct (US) /May (EU)	\$59,000 /\$75,000
Biologics in Rheumatoid Arthritis (US and EU)	Nov (US) / Sept (EU)	\$59,000 /\$75,000
Renal Anemia in the EU: Dialysis and CKD	Nov	\$75,000
Bone and Mineral Metabolism in the EU	Nov	\$75,000
Lupus / SLE (US)	Dec (US)	\$59,000
Ulcerative Colitis	Dec	\$59,000

LaunchTrends®

LaunchTrends® are a series of three syndicated reports that track the trial, adoption, and usage during a product's initial market introduction. Fielding occurs at one, three, and six months post launch. *LaunchTrends®* provide information on how new products fit into the treatment algorithm, impact on current therapies, and change in market dynamics.

LaunchTrends® employ a blend of quantitative and qualitative methods.

GILENYA (MS)	Feb, May	\$60,000
BENLYSTA (Lupus)	May, Jul, Oct	\$60,000
KRYSTEXXA (Gout)	Apr, Jun, Sep	\$60,000
INCIVEK / VICTRELIS (Hepatitis C)	Jul, Sep, Dec	\$60,000
VEGF TRAP-EYE (AMD)	TBD	\$60,000
YERVOY (Melanoma), Wave 1	Oct	\$60,000
ZYTIGA (Prostate Cancer), Wave 1	Nov	\$60,000
ORENCIA SC (Rheumatoid Arthritis), Wave 1 & 2	Oct, Dec	\$60,000

Special Reports

Impact of the Dialysis Bundled Payment	Aug, Dec	\$75,000
Referrals in Nephrology (EU)	Oct	\$75,000
Opportunities in Ophthalmology	Oct	\$49,000

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PatientTrends

PatientTrends[®] are syndicated reports that collect valuable insights from patients themselves. Focus is on disease awareness, how patients access information, the interaction between patients and healthcare professionals, co-management of their condition by multiple specialties and awareness, use and unmet needs in the area of patient education and support. Methodology is chosen based on patient group demographics

Report	Publication Date*	Price
Fibromyalgia	Mar	\$49,500
Rheumatoid Arthritis	Jul	\$49,500
Gout	Aug	\$49,500
Hepatitis C	Nov	\$49,500
Psoriatic Arthritis	Aug	\$49,500
Lupus	Aug	\$49,500
Ankylosing Spondylitis	Aug	\$49,500

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