



## 2012 Syndicated Publication Plan

### ***Vital Specialized Biopharmaceutical Insights and Analytics for Experts from Experts***

BioTrends Research Group, a Decision Resources Group company, is the leader in providing specialized, syndicated market research in clinically complex, small to mid-size pharmaceutical companies.

By extension of our syndicated publications, BioTrends seeks to partner with clients to provide custom research services that allow clients to intimately understand their markets and to make informed business decisions.

### **Our Background: Concentration, Expertise, Quality**

These three words define our business model. We concentrate on clinically complex specialty pharmaceutical markets. We profile a limited number of markets so that our resources are streamlined. Our staff experience extends beyond research to include numerous sales, marketing and operations functions which means we have a broader understanding of the big picture. The combination of these two attributes, concentration and experience, is what makes BioTrends the ideal choice for quality market research in select specialty markets.

### **Our Therapeutic Expertise**

BioTrends works with nearly every medical specialty, however our core focus is in eight areas: Dermatology, Gastroenterology, Immunology, Infectious Disease, Nephrology, Rheumatology, Neurology, Ophthalmology and expanding our focus to include Oncology and Critical Care.

### **Our Reach**

BioTrends currently offers research services in the United States, Canada, Europe, Latin America and China.

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## **TreatmentTrends®**

*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.

## **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. *ChartTrends®* compare physician perceptions versus patient reality.

## **LaunchTrends®**

*LaunchTrends®* are a series of four syndicated reports that track the trial, adoption, and usage during a product's initial market introduction. Fielding occurs at one, three, six and twelve 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. Dates will be published upon FDA approval.

## **PatientTrends®**

*PatientTrends®* are syndicated reports that cover the attitudes, perceptions and behaviors of patients with a specified disease. In particular, this report focuses on the patient's path to diagnosis and looks at what drives patient satisfaction with their physician and their therapeutic regimen. *PatientTrends®* also examines how patients seek out information about their disease and what product attributes would encourage patients to seek a switch in therapies, particularly a new agent. *PatientTrends®* provides indispensable primary market research on patient attitudes and perceptions of both their disease and treatment, with a specific focus on which patient segments in major disease areas offer opportunity for existing or emerging therapies.

## **Treatment Algorithms**

*The Treatment Algorithms Insight Series* delivers real value by examining physicians' actual prescribing behavior as they initiate therapy and move through second- and third-line choices. Our analysis is driven by a deep longitudinal patient-level claims dataset. This database examines the prescribing practices for 30 million patients, providing the most representative sample of U.S. treatment practice. The data are updated on a quarterly basis and presented on an interactive platform with a power point summary deck. The series price, which includes four updates per annum is \$49,500. Clients purchasing multiple titles may be eligible for additional discounts

## **Special Reports**

From time to time our research leads to more questions or the need to dig deeper into a certain area. When this happens, we often research these areas and publish our findings in Special Reports.

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

Please contact Todd Samuelson at [tsamuelson@bio-trends.com](mailto:tsamuelson@bio-trends.com) (US), Jared Minton at [jminton@bio-trends.com](mailto:jminton@bio-trends.com) (US) or Inge Cornelis at [icornelis@bio-trends.com](mailto:icornelis@bio-trends.com) (EU) for more detailed information on any project of interest

Report	Report Type	Publication Date*	List Price**
<b><u>Ankylosing Spondylitis</u></b> Ankylosing Spondylitis (US)	ChartTrends	June	\$65,000
<b><u>Rheumatoid Arthritis</u></b> Rheumatoid Arthritis (US)	TreatmentTrends	Quarterly (March, June, Sept, Dec)	\$72,000
Rheumatoid Arthritis (EU)	TreatmentTrends	November	\$49,500
Rheumatoid Arthritis (US)	PatientTrends	August	\$49,500
Rheumatoid Arthritis (EU)	PatientTrends	July	\$65,000
Rheumatoid Arthritis (US)	ChartTrends	September	\$65,000
Rheumatoid Arthritis (EU)	ChartTrends	November	\$80,000
Abatacept SC (Orencia SC) (US)	LaunchTrends	Dec 2011, Feb 2012, May 2012, Dec 2012	\$75,000
Tofacitinib (US)	LaunchTrends	Dec 2012, Jan 2013, April 2013, Nov 2013	\$75,000
Rheumatoid Arthritis (US)	Treatment Algorithms	Quarterly	\$49,500
<b><u>Gout</u></b> Gout (US)	TreatmentTrends	April	\$32,000
Gout (EU)	TreatmentTrends	July	\$49,500
Gout (US)	ChartTrends	May	\$65,000
Pegloticase (Krystexxa) - Rheums (US)	LaunchTrends	March (one year post-launch)	\$29,000
Gout (US)	Treatment Algorithms	Quarterly	\$49,500
<b><u>Lupus/SLE</u></b> Lupus (US)	TreatmentTrends	November	\$32,000
Lupus (EU)	TreatmentTrends	June	\$49,500
Lupus (US)	PatientTrends	June	\$49,500
Lupus (US)	ChartTrends	December	\$65,000
Lupus (EU)	ChartTrends	August	\$80,000
Belimumab (Benlysta) (US)	LaunchTrends	April (one year post-launch)	\$29,000
<b><u>Osteoporosis (New in 2012)</u></b> Osteoporosis (US)	TreatmentTrends	August	\$32,000
Osteoporosis (US)	ChartTrends	October	\$65,000
Osteoporosis (US)	PatientTrends	Osteoporosis	\$49,500
Osteoporosis (US)	Treatment Algorithms	Quarterly	\$49,500
<b><u>Psoriasis</u></b> Psoriasis (US)	ChartTrends	July	\$65,000
Psoriasis (US)	PatientTrends	October	\$49,500
Psoriasis (US)	Treatment Algorithms	Quarterly	\$49,500

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# Neurology

Report	Report Type	Publication Date*	List Price**
<b><u>Multiple Sclerosis</u></b>			
Multiple Sclerosis (US)	TreatmentTrends	Quarterly (March, June, Sept, Dec)	\$72,000
Multiple Sclerosis (EU)	TreatmentTrends	November	\$49,500
Multiple Sclerosis (US)	PatientTrends	May	\$49,500
Multiple Sclerosis (US)	ChartTrends	October	\$65,000
Multiple Sclerosis (EU)	ChartTrends	May	\$80,000
Teriflunomide (Aubagio)	LaunchTrends	Aug 2012, Oct 2012, Jan 2013, July 2013	\$75,000
Alemtuzumab (Lemtrada)	LaunchTrends	Dec 2012, Feb 2013, May 2013, Nov 2013	\$75,000
Multiple Sclerosis (US)	Treatment Algorithms	Quarterly	\$49,500
Impact of the JC-Virus Assay	Special Report	August	\$49,500
<b><u>Epilepsy (New in 2012)</u></b>			
Epilepsy (US)	TreatmentTrends	April	\$32,000
Epilepsy (EU)	TreatmentTrends	November	\$49,500

# Ophthalmology (New in 2012)

Report	Report Type	Publication Date*	List Price**
<b><u>Age-related Macular Degeneration (AMD)</u></b>			
AMD (US)	TreatmentTrends	September	\$32,000
AMD (EU)	TreatmentTrends	November	\$49,500
AMD (US)	PatientTrends	June	\$49,500
AMD (US)	ChartTrends	October	\$65,000
AMD (US)	Treatment Algorithms	Quarterly	\$49,500
Aflibercept (Eylea) (Wet AMD)	LaunchTrends	Feb, April, July, December	\$75,000
<b><u>Dry Eye (US)</u></b>	TreatmentTrends	December	\$32,000
<b><u>Conjunctivitis (US)</u></b>	TreatmentTrends	June	\$32,000
<b><u>Glaucoma (US)</u></b>	TreatmentTrends	March	\$32,000
<b><u>Diabetic Retinopathy/Diabetic Macular Edema (US)</u></b>			
	TreatmentTrends	May	\$32,000
<b><u>Uveitis (US)</u></b>	TreatmentTrends	August	\$32,000
<b><u>Retinal Vascular Occlusion (US)</u></b>	TreatmentTrends	August	\$32,000

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Report	Report Type	Publication Date*	List Price**
<b><u>Anemia</u></b>			
Acute Kidney Injury	ChartTrends	July	\$65,000
Anemia (EU)	TreatmentTrends	June, December	\$88,000
Anemia Managers (US)	TreatmentTrends	September	\$32,000
Renal Anemia in CKD (US)	ChartTrends	October	\$65,000
Renal Anemia in Dialysis (US)	ChartTrends	March	\$65,000
Renal Anemia (EU)	ChartTrends	December	\$80,000
Hematide (peginesatide) (US)	LaunchTrends	May, July, October, (April 2013)	\$75,000
<b><u>Dialysis</u></b>			
Dialysis and CKD (Japan)	TreatmentTrends	April	\$49,500
Dialysis Summary (US)	TreatmentTrends	December	\$49,500
Dialysis Summary (EU)	TreatmentTrends	December	\$74,500
<b><u>Nephropathy</u></b>			
Diabetic Nephropathy (US)	TreatmentTrends	April	\$32,000
<b><u>Bone &amp; Mineral Metabolism (BMM)</u></b>			
BMM: CKD (US)	ChartTrends	October	\$65,000
BMM: Dialysis (US)	ChartTrends	March	\$65,000
BMM (EU)	ChartTrends	November	\$80,000
Nephrology (BMM & Anemia) (US)	TreatmentTrends	March, June, September, December	\$74,500
BMM (EU)	TreatmentTrends	June, December	\$88,000
<b><u>Chronic Kidney Disease (CKD) (New in 2012)</u></b>			
CKD (US)	TreatmentTrends	June, December	\$49,500
CKD Summary (US)	TreatmentTrends	December	\$49,500
CKD Summary (EU)	TreatmentTrends	December	\$74,500
CKD (US)	PatientTrends	September	\$49,500
<b><u>Other</u></b>			
Lupus Nephritis (US)	TreatmentTrends	May	\$32,000
Polycystic Kidney Disease (US)	TreatmentTrends	February	\$32,000
Impact of the Dialysis Bundled Payment System	Special Report	August	\$49,500

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## Oncology (New in 2012)

Report	Report Type	Publication Date*	List Price**
<b><u>Chronic Myeloid Leukemia (CML)</u></b>			
CML (US)	TreatmentTrends	March/September	\$49,500
CML (EU)	TreatmentTrends	August	\$49,500
Bosutinib (US)	LaunchTrends†	Dec 2012, May 2013, Dec 2013	\$60,000
<b><u>Melanoma</u></b>			
Melanoma (US)	TreatmentTrends	July	\$32,000
Melanoma (EU)	TreatmentTrends	July	\$49,500
Yervoy and Zelboraf (US)	LaunchTrends†	Nov 2011, April 2012, Oct 2012	\$75,000
<b><u>Multiple Myeloma</u></b>			
Multiple Myeloma (US)	TreatmentTrends	May/November	\$49,500
Multiple Myeloma (EU)	TreatmentTrends	August	\$49,500
Carfilzomib (US)	LaunchTrends†	Oct 2012, April 2013, Oct 2013	\$60,000
<b><u>Non-Small Cell Lung Cancer</u></b>			
Non-Small-Cell Lung Cancer (US)	TreatmentTrends	April	\$32,000
Non-Small-Cell Lung Cancer (EU)	TreatmentTrends	October	\$49,500
Xalkori (crizotinib) (US)	LaunchTrends†	Dec 2011, April 2012, Sept 2012	\$60,000
<b><u>Prostate Cancer</u></b>			
Prostate Cancer (US)	TreatmentTrends	March/September	\$49,500
Prostate Cancer (EU)	TreatmentTrends	October	\$49,500
Zytiga (abiraterone acetate) (US)	LaunchTrends†	Dec 2011, June 2012, Dec 2012	\$75,000
Xgeva (denosumab) (US)	LaunchTrends†	June 2012, Dec 2012, June 2013	\$75,000
<b><u>Breast Cancer</u></b>			
Breast Cancer (US)	TreatmentTrends	May/November	\$49,500
Omnitarg (pertuzumab) (US)	LaunchTrends†	Dec 2012, June 2013, Dec 2013	\$60,000

## Gastroenterology

Report	Report Type	Publication Date*	List Price**
<b><u>Hepatitis C Virus (HCV)</u></b>			
HCV (US)	TreatmentTrends	May, November	\$49,500
HCV (EU)	TreatmentTrends	April	\$49,500
HCV (US)	PatientTrends	December	\$49,500
HCV (US)	ChartTrends	July	\$65,000
HCV (US)	Treatment Algorithms	Quarterly	\$49,500
Incivek & Victrelis (US)	LaunchTrends	May (12 months post-launch)	\$29,000
<b><u>Crohn's Disease (New in 2012)</u></b>			
Crohn's (US)	TreatmentTrends	February	\$32,000
Crohn's (US)	PatientTrends	June	\$49,500
Crohn's (US)	ChartTrends	September	\$65,000
Crohn's (US)	Treatment Algorithms	Quarterly	\$49,500
<b><u>Ulcerative Colitis</u></b>			
Ulcerative Colitis (US)	TreatmentTrends	October	\$32,000
Ulcerative Colitis (US)	PatientTrends	June	\$49,500
Adalimumab (Humira)	LaunchTrends	TBD (1-mo, 6-mos, 12-mos post-launch)	\$60,000
Ulcerative Colitis (US)	Treatment Algorithms	Quarterly	\$49,500

†The oncology report series are a three wave series that fields at launch (within 1-2 months of product availability), 6 months and 1 year post launch, except for Zytiga and Yervoy in which the first wave was done at 6 months post-launch.

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# Critical Care: Infectious Disease and Cardiovascular

Report	Report Type	Publication Date*	List Price**
<b><u>Infectious Disease (New in 2012)</u></b>			
Clostridium difficile infection (US)	TreatmentTrends	November	\$32,000
Pneumonia (CAP, HAP) (US)	TreatmentTrends	June	\$32,000
Systemic Infections (US)	TreatmentTrends	August	\$32,000
Serious Gram-Positive infections (US)	TreatmentTrends	May	\$32,000
Serious Gram-Positive infections (EU)	TreatmentTrends	October	\$49,500
Gram-Negative Infections (US)	TreatmentTrends	March	\$32,000
Gram-Negative Infections (EU)	TreatmentTrends	April	\$49,500
Ceftaroline (Teflaro) Bacterial Inf. (US)	LaunchTrends	April 2012 (1-year post-launch)	\$29,000
Fidaxomicin (Dificid) C. difficile Inf. (US)	LaunchTrends	Feb 2012 (6 mo), Aug 2012 (one year)	\$49,500
Anti-Infectives (EU)	Hospital Formulary	July	\$49,500
Hospital Discharge and Outpatient Trends	Special Report	September	\$32,000
Antibiotic Resistance Patterns	Special Report	November	\$49,500
<b><u>Cardiovascular (New in 2012)</u></b>			
Stroke Prevention in Atrial Fibrillation	TreatmentTrends	April	\$32,000
Apixaban (Atrial Fibrillation) (US)	LaunchTrends	TBD (4 wave series)	\$75,000
Rivaroxaban (Atrial Fibrillation) (US)	LaunchTrends	TBD (2 wave series)	\$49,500
Acute Coronary Syndrome (US)	TreatmentTrends	June	\$32,000
Acute Coronary Syndrome (US)	ChartTrends	July	\$65,000
Acute Ischemic Stroke (US)	TreatmentTrends	October	\$32,000
DVT Prevention in Hip/Knee Replace. (US)	TreatmentTrends	May	\$32,000
Pulmonary Hypertension (US)	TreatmentTrends	September	\$32,000
Anti-Thrombotics (US)	Hospital Formulary Insights	March	\$32,000

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## Treatment Algorithms

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### 2012 Titles

Alzheimer's Disease \* Bi-Polar Disorder \* Parkinson's \* Multiple Sclerosis \* Migraine \* Major Depression \* Generalized Anxiety Disorder \* Schizophrenia \* Hepatitis C \* Crohn's Disease \* Ulcerative Colitis \* Psoriatic Arthritis \* Psoriasis \* Rheumatoid Arthritis \* Gout \* Age-Related Macular Degeneration \* COPD \* Asthma \* Osteoporosis \* Type II Diabetes \* Dyslipidemia \* Hypertension

Don't see what you are looking for? Ask us about creating a custom Treatment Algorithm

## Special Reports

From time to time our research leads to more questions or the need to dig deeper into a certain area. When this happens, we often research these areas and publish our findings in Special Reports.

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Impact of the Dialysis Bundled Payment System	August	\$49,500
Impact of the JC-Virus Assay	August	\$49,500
Hospital Discharge and Outpatient Trends	September	\$32,000
Antibiotic Resistance Patterns	November	\$49,500

## Hospital Formulary

Report	Publication Date*	Price
Anti-Thrombotics (US)	March	\$32,000
Anti-Infectives (EU)	July	\$49,500

## Biosimilars Advisory Service

The new Biosimilars Advisory Service provides insight and analysis that's vital to successful business planning in the rapidly evolving biosimilars space. Quarterly webinars detailing major developments, analyst calls addressing key market changes and therapeutic area-specific primary research and forecasting modules are all included in a subscription to the Biosimilars Advisory Service. Rely on BioTrends to keep you up-to-date on the biosimilars landscape and poised to maximize opportunities for your business.

### The Biosimilars Advisory Service covers three therapeutic areas:

- Oncology: granulocyte colony-stimulating factors (G-CSFs) and monoclonal antibodies (mAbs)
- Immunology and Infectious Disease: tumor necrosis factor-alpha (TNF-a) inhibitors and pegylated interferon-alphas (IFNs)
- Endocrinology and Nephrology: insulins, human growth hormones and erythropoiesis-stimulating agents (ESAs)

### Included in the primary research and forecasting modules:

- Payer perspectives – a survey of 40 U.S. pharmacy and medical directors and interviews with European payers, designed to gauge their outlook on biosimilar adoption and probable reimbursement strategies for biosimilars in general, and for specific therapeutic areas.
- Physician landscape – primary research with more than 450 physicians across six specialties (endocrinology, nephrology, gastroenterology/hepatology, rheumatology, solid tumor oncology, hematologic oncology), assessing awareness of and attitudes towards biosimilar use, as well as expected drivers and constraints on biosimilar uptake.
- Market forecast – general market assumptions for biosimilars, plus brand and biosimilar forecasts for more than 20 brands in the U.S., Japan and EU5 (Germany, France, Italy, Spain, UK) markets.

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