



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.

707 Eagleview Blvd., Suite 305 • Exton, PA 19341
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(610) 321-9400

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 (US), Jared Minton at jminton@bio-trends.com (US) or Inge Cornelis at icornelis@bio-trends.com (EU, Middle East & Asia Pacific) for more detailed information on any project of interest

| Report | Report Type | Publication Date* | List Price** |
|--|----------------------|--|--------------|
| <u>Rheumatoid Arthritis</u> | | | |
| 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 |
| <u>Gout</u> | | | |
| 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 |
| Rilonacept (Arcalyst) (US) | LaunchTrends | TBD (4-wave series) | \$75,000 |
| Gout (US) | Treatment Algorithms | Quarterly | \$49,500 |
| <u>Lupus/SLE</u> | | | |
| Lupus (US) | TreatmentTrends | November | \$32,000 |
| Lupus (EU) | TreatmentTrends | August | \$49,500 |
| Lupus (US) | PatientTrends | June | \$49,500 |
| Lupus (US) | ChartTrends | December | \$65,000 |
| Belimumab (Benlysta) (US) | LaunchTrends | April 2012 (one year post-launch) | \$29,000 |
| <u>Osteoporosis (New in 2012)</u> | | | |
| Osteoporosis (US) | TreatmentTrends | August | \$32,000 |
| Osteoporosis (US) | ChartTrends | October | \$65,000 |
| Osteoporosis (US) | PatientTrends | September | \$49,500 |
| Osteoporosis (US) | Treatment Algorithms | Quarterly | \$49,500 |
| <u>Psoriasis</u> | | | |
| Psoriasis (US) | ChartTrends | July | \$65,000 |
| Psoriasis (US) | Treatment Algorithms | Quarterly | \$49,500 |

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Neurology

| Report | Report Type | Publication Date* | List Price** |
|--------------------------------------|----------------------|---|--------------|
| <u>Multiple Sclerosis</u> | | | |
| 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 |
| <u>Epilepsy (New in 2012)</u> | | | |
| Epilepsy (US) | TreatmentTrends | May | \$32,000 |
| Epilepsy (EU) | TreatmentTrends | November | \$49,500 |

Ophthalmology (New in 2012)

| Report | Report Type | Publication Date* | List Price** |
|--|----------------------|---|--------------|
| <u>Age-related Macular Degeneration (AMD)</u> | | | |
| AMD (US) | TreatmentTrends | September | \$32,000 |
| AMD (US) | Treatment Algorithms | Quarterly | \$49,500 |
| Aflibercept (Eylea) (Wet AMD) | LaunchTrends | Feb. 2012, April 2012, July 2012, Dec. 2012 | \$75,000 |
| <u>Glaucoma (US)</u> | | | |
| | TreatmentTrends | March | \$32,000 |
| <u>Uveitis (US)</u> | | | |
| | TreatmentTrends | August | \$32,000 |
| <u>Diabetic Retinopathy/Diabetic Macular Edema (US)</u> | | | |
| | TreatmentTrends | October | \$32,000 |

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| Report | Report Type | Publication Date* | List Price** |
|---|-----------------|---|--------------|
| Anemia | | | |
| Acute Kidney Injury | ChartTrends | September | \$65,000 |
| Anemia (Top 5 EU) | TreatmentTrends | June, December | \$88,000 |
| Anemia (Belgium & Netherlands) | TreatmentTrends | June | \$32,000 |
| 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 |
| Peginesatide (Omontys) (US) | LaunchTrends | July 2012, Sept. 2012, Dec. 2012, June 2013 | \$75,000 |
| Dialysis | | | |
| Dialysis Summary (US) | TreatmentTrends | December | \$49,500 |
| Dialysis Summary (EU) | TreatmentTrends | December | \$74,500 |
| Nephropathy | | | |
| Diabetic Nephropathy (US) | TreatmentTrends | May | \$32,000 |
| Bone & Mineral Metabolism (BMM) | | | |
| 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 (Top 5 EU) | TreatmentTrends | June, December | \$88,000 |
| BMM (Belgium & Netherlands) | TreatmentTrends | June | \$32,000 |
| Chronic Kidney Disease (CKD) (New in 2012) | | | |
| 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 |
| Other | | | |
| 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** |
|--|-----------------|---------------------------------|--------------|
| <u>Chronic Myeloid Leukemia (CML)</u> | | | |
| CML (US) | TreatmentTrends | March/September | \$49,500 |
| CML (EU) | TreatmentTrends | August | \$49,500 |
| Bosutinib (US) | LaunchTrends† | Dec 2012, May 2013, Dec 2013 | \$60,000 |
| <u>Melanoma</u> | | | |
| Melanoma (US) | TreatmentTrends | July | \$32,000 |
| Melanoma (EU) | TreatmentTrends | August | \$49,500 |
| Yervoy and Zelboraf (US) | LaunchTrends† | Nov 2011, April 2012, Oct 2012 | \$75,000 |
| <u>Multiple Myeloma</u> | | | |
| 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 |
| <u>Non-Small Cell Lung Cancer</u> | | | |
| 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 |
| <u>Prostate Cancer</u> | | | |
| 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 |
| <u>Breast Cancer</u> | | | |
| Breast Cancer (US) | TreatmentTrends | November | \$32,000 |
| Omnitarg (pertuzumab) (US) | LaunchTrends† | Dec 2012, June 2013, Dec 2013 | \$60,000 |

Gastroenterology

| Report | Report Type | Publication Date* | List Price** |
|---|----------------------|---------------------------------------|--------------|
| <u>Hepatitis C Virus (HCV)</u> | | | |
| HCV (US) | TreatmentTrends | June, November | \$49,500 |
| HCV (EU) | TreatmentTrends | May | \$49,500 |
| HCV (US) | PatientTrends | December | \$49,500 |
| HCV (US) | ChartTrends | July | \$65,000 |
| Incivek & Victrelis (US) | LaunchTrends | May (12 months post-launch) | \$29,000 |
| <u>Crohn's Disease (New in 2012)</u> | | | |
| 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 |
| <u>Ulcerative Colitis</u> | | | |
| Ulcerative Colitis (US) | TreatmentTrends | October | \$32,000 |
| Ulcerative Colitis (US) | PatientTrends | August | \$49,500 |
| Adalimumab (Humira) | LaunchTrends | TBD (3-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** |
|--|-----------------------------|---|--------------|
| <u>Infectious Disease (New in 2012)</u> | | | |
| Clostridium difficile infection (US) | TreatmentTrends | November | \$32,000 |
| Pneumonia (CAP, HAP) (US) | TreatmentTrends | August | \$32,000 |
| MRSA and Serious Gram-Positive infections (US) | TreatmentTrends | June | \$32,000 |
| MRSA and Serious Gram-Positive infections (EU) | TreatmentTrends | October | \$39,500 |
| Gram-Negative Infections (US) | TreatmentTrends | April | \$32,000 |
| Gram-Negative Infections (EU) | TreatmentTrends | May | \$39,500 |
| Ceftaroline (Teflaro) Bacterial Inf. (US) | LaunchTrends | April 2012 (1-year post-launch) | \$29,000 |
| Fidaxomicin (Dificid) C. difficile Inf. (US) | LaunchTrends | Feb 2012 (6 months), Aug 2012 (1-year) | \$49,500 |
| Anti-Infectives (EU) | Hospital Formulary | July | \$49,500 |
| Hospital Discharge and Outpatient Trends | Special Report | September | \$32,000 |
| <u>Cardiovascular (New in 2012)</u> | | | |
| Stroke Prevention in Atrial Fibrillation | TreatmentTrends | May | \$32,000 |
| Rivaroxaban (Xarelto) (Atrial Fibrillation) (US) | LaunchTrends | May 2012 (4 months), November 2012 (1-year) | \$49,500 |
| 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 * Major Depression * Generalized Anxiety Disorder * Schizophrenia * Crohn's Disease * Ulcerative Colitis * Psoriatic Arthritis * Psoriasis * Rheumatoid Arthritis * Gout * Age-Related Macular Degeneration * COPD * Asthma * Osteoporosis * Type II Diabetes * Dyslipidemia *

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

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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2011 reports offered at discount pricing

Nephrology

TreatmentTrends® Acute Kidney Injury (US)
TreatmentTrends® US Nephrology
TreatmentTrends® Hyponatremia (US)
TreatmentTrends® Hyperkalemia (US)
TreatmentTrends® Lupus Nephritis (US)
TreatmentTrends® EU Nephrology: Renal Anemia
TreatmentTrends® EU Nephrology: BMM
TreatmentTrends® Kidney Transplant (EU)
TreatmentTrends® Anemia Managers (US)
TreatmentTrends® Glomerulonephritis (US)
TreatmentTrends® Canadian Nephrology

ChartTrends® BMM in Dialysis (US)
ChartTrends® Renal Anemia in Dialysis (US)
ChartTrends® Nephrology in China
ChartTrends® Renal Anemia in Latin America
ChartTrends® Dialysis & CKD in Latin America
ChartTrends® BMM In CKD (US)
ChartTrends® Renal Anemia in the EU: Dialysis and CKD
ChartTrends® BMM in the EU
Special Report: Impact of the Dialysis Bundled Payment System (US)
Special Report: Referrals in Nephrology (EU)

Immune & Inflammatory

TreatmentTrends® Psoriasis (US Derm)
TreatmentTrends® Biologics in Rheumatoid Arthritis (US / EU)
TreatmentTrends® Gout (US / EU)
TreatmentTrends® Lupus (US / EU)
TreatmentTrends® Psoriatic Arthritis (US Derm)
TreatmentTrends® Ankylosing Spondylitis (US)
ChartTrends® Gout (US / EU)
ChartTrends® Biologics in Rheumatoid Arthritis (US / EU)
ChartTrends® Lupus/SLE (US)

LaunchTrends® Benlysta (Lupus)
LaunchTrends® Krystexxa (Gout)
LaunchTrends® Orencia SC (Rheumatoid Arthritis)
PatientTrends® Fibromyalgia
PatientTrends® Rheumatoid Arthritis
PatientTrends® Gout
PatientTrends® Psoriatic Arthritis
PatientTrends® Lupus

Neurology

TreatmentTrends® Multiple Sclerosis (US / EU)
ChartTrends® Multiple Sclerosis (US / EU)
LaunchTrends® Gilenya

Gastroenterology

TreatmentTrends® Ulcerative Colitis (US)
TreatmentTrends® Hepatitis C (US)
ChartTrends® Ulcerative Colitis (US)
LaunchTrends® Incivek & Victrelis (Hepatitis C)

Ophthalmology

TreatmentTrends® Glaucoma (US)
TreatmentTrends® Age-Related Macular Degeneration (US)
Special Report Opportunities in Ophthalmology

Oncology

TreatmentTrends® Multiple Myeloma (US)
LaunchTrends® Yervoy & Zelboraf (Melanoma)
LaunchTrends® Zytiga & Xalkori (Prostate Cancer)

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