

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.

2011 Topics

- Gilenya (MS)
- Benlysta (Lupus)
- Krystexxa (Gout)
- Belatacept (Kidney Transplant)
- AIN-457 (Uveitis)
- Telaprevir (Hepatitis C)
- Boceprevir (Hepatitis C)
- Luveniq (Uveitis)