

DecisionBase

Empowering Decision Makers with Robust Data and Analysis



In every disease market, a detailed understanding of unmet need is required to properly assess drug development opportunities and the vulnerability of marketed brands to new products.

For every indication covered, DecisionBase applies both qualitative and quantitative primary research to:

- Identify factors that influence physician prescribing decisions and payer formulary decisions
- Evaluate clinical differentiators of key current and emerging therapies
- Quantify and analyze the level of unmet need on key clinical attributes from the physician perspective, in the context of current treatment options available to them
- Identify which clinical attributes represent the most lucrative opportunities for drug developers to target and assess the potential of specific therapies in the pipeline to offer improvement over current therapies on such clinical attributes
- Understand payers' valuation of new therapies offering specific levels of improvements over current therapies on key clinical attributes
- Identify the trade-offs across several key drug attributes that surveyed physicians are willing to make when considering the use of emerging therapies
- Assess the ability of key products in development to fulfill existing unmet need and their potential impact on existing treatment paradigms

The competitive intelligence inherent in the full DecisionBase portfolio will save you significant time and resources by providing the analysis you need to optimize your drug development strategy and anticipate specific threats to the position of your brands across a broad a range of therapeutic areas.

Decision Resources

A Decision Resources Group Company

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Key Benefits

- Through conjoint-analysis powered models, compare physician preference and prescribing likelihood across your own set of customized target product profiles
- Determine which clinical end points have the greatest impact on physician prescribing decisions and on which clinical attributes are payers most willing to grant favorable formulary status to new therapies
- Identify which clinical attributes represent the most lucrative opportunities for drug developers to target and assess the potential of specific therapies in the pipeline to offer improvement over current therapies on such clinical attributes
- Identify the challenges and opportunities associated with entering a disease market
- Geographic coverage of G7 countries
- 60 U.S. and 30 European physician survey respondents; 20 U.S. payer survey respondents

Key Users

- Global Market Research
- U.S. Market Research
- Business Development (Licensing)
- Brand Management
- Pricing & Reimbursement
- Clinical Development

Sample DecisionBase graphs:

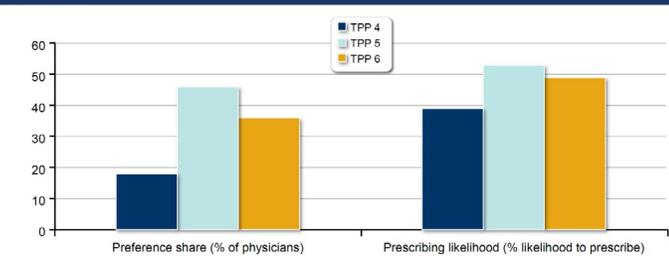
Snapshot of the Drug Comparator Model for Secondary-Progressive Multiple Sclerosis

Clinical Comparison		Benchmark Therapy		
	Molecule Name	GlaxoSmithKline	Siponimod	Alemtuzumab
	Brand Name - United States	Copaxone	—	Lemtrada
	Brand Name - Europe	Copaxone	—	Lemtrada
	Brand Name - Japan	Copaxone	—	—
	Physician-Defined Weights			
Drug Comparator Model: Clinical Assessment		3.00	3.10	3.11
Efficacy		52%	1.56	1.98
<input type="checkbox"/>	Effect on physical disability	10%	1.70	5
<input type="checkbox"/>	Effect on relapses	7%	—	5
<input type="checkbox"/>	Effect on MRI lesions	7%	—	4
Safety and Tolerability		34%	0.95	0.81
<input type="checkbox"/>	Serious or life-threatening side effects	12%	3	2
	% of patients who experience idiopathic thrombocytopenic purpura (ITP)	—	—	1
	% of patients who experience bradycardia	—	6%	<1
<input type="checkbox"/>	Injection-site reactions	—	5	5
Delivery		14%	0.43	0.32
<input type="checkbox"/>	Monitoring requirements	3%	3	1
	Recurring blood work	—	No	Expected
	First-dose observation monitoring	—	No	Expected
	Thyroid function monitoring	—	No	Yes
<input type="checkbox"/>	Dosing frequency	2%	3	5

In Phase III trials in RR-MS, alemtuzumab demonstrated impressive efficacy on disability, relapses, and MRI lesions. Interviewed thought leaders expect these gains to carry over to the SP-MS population.

Both siponimod and alemtuzumab are associated with worrisome, if rare, side effects. Siponimod, like its predecessor fingolimod, may cause bradycardia. Alemtuzumab may cause ITP and other thyroid disorders.

Secondary-Progressive Multiple Sclerosis Target Product Profile Comparisons: Scenario 2



Attributes	TPP 4	TPP 5	TPP 6
Effect on EDSS progression (reduction in % of patients with EDSS progression vs. placebo)	22% reduction (same as IFN-β-1b)	22% reduction (same as IFN-β-1b)	22% reduction (same as IFN-β-1b)
Effect on brain atrophy (reduction in brain volume loss vs. placebo)	13% reduction	26% reduction (same as IFN-β-1b)	39% reduction
Rate of serious or life-threatening infections	> 0-1%	> 0-1%	> 0-1%
Rate of other serious or life-threatening adverse events	> 0-1%	> 0-1%	> 0-1%
Monitoring burden	Low frequency, low complexity	Low frequency, low complexity	Low frequency, low complexity
Delivery burden	Once-daily oral pill	Once-daily oral pill	Once-daily oral pill
Price/day	\$110/day (~\$40,000/year)	\$125/day (~\$45,000/year)	\$175/day (~\$64,000/year)

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Vital Biopharmaceutical Insights and Analytics for Experts from Experts

Each indication includes:

- Data from 60 U.S. and 30 European physician survey respondents; 20 U.S. payer respondents
- Analysis of the current and future competitive landscape through a detailed comparison of key current and emerging therapies informed by the assessment of the factors that influence physician prescribing decisions, clinical trial data, and thought-leader opinion
- A rigorous assessment of unmet need that identifies specific areas of physician dissatisfaction with current therapies and quantifies the level of unmet need across all key drug attributes
- A Target Product Profile simulator powered by conjoint analysis that allows the comparison of physicians' preference and likelihood to prescribe across a set of user-defined target product profiles.
- Patient share and patterns of use of emerging product profiles
- Concise comparison of medical practice across the G7 countries

Sample questions DecisionBase can help answer:

- Which clinical attributes have the greatest impact on physician prescribing decisions?
- On key clinical attributes, what minimum level of improvement over currently available therapies do payers require for a new therapy to be placed on their organization's formulary?
- How do key emerging therapies compare with today's and tomorrow's competition?
- What are the key areas of unmet need and drug development opportunities within a disease market?
- How does unmet need vary across different disease markets?
- What are the trade-offs across different key clinical attributes and price that physicians are willing to make when considering to prescribe a new therapy, and how physician preference is affected by changes to one or more attributes of a particular target product profile?
- What is the vulnerability of current therapies to competition from emerging therapies?