

DecisionBase

*Empowering Decision Makers with
Robust Interactive Data and Analysis*



2011 Titles

Cancer

- Gastrointestinal Stromal Tumor (Advanced Unresectable): Will Emerging Therapies Challenge Imatinib's Market-Leading Status?
- Ovarian Cancer (Advanced): Physicians Are Eager for More-Efficacious Therapies in the Second-Line Platinum-Sensitive Setting
- Pancreatic Cancer (Advanced): Physicians Are Desperate for More-Efficacious Therapies, but Will Cytotoxic Agents Suffice?
- Breast Cancer (Metastatic Triple-Negative): Emerging Agents Will Find Commercial Opportunity in This Population of High Unmet Need
- Multiple Myeloma (Relapsed/Refractory): Hematological Oncologists and Payers Are Eager for Improvements in Overall Survival
- Prostate Cancer (Metastatic Castrate-Resistant): Will Emerging Therapies Threaten Dendreon's Provenge in Asymptomatic Patients?
- Non-Small-Cell Lung Cancer (Adjuvant): Despite a Weak Pipeline, Oncologists and Payers Continue to Seek Treatments That Address the Unmet Needs of Patients with Stage IB, II, and IIIA Disease
- Renal Cell Carcinoma (Advanced): Will Axitinib's Improved Efficacy Be Sufficient to Steal Pazopanib's Patient Share?

Cardiovascular

- Venous Thromboembolism (Prophylaxis Following Major Orthopedic Surgery): Orthopedists Identify Emerging Drugs That Will Challenge the Benchmark Therapy Enoxaparin
- Pulmonary Arterial Hypertension: Pulmonologists Prize Improvements in Survival Above All Other End Points
- Acute Heart Failure: Significant Opportunity Awaits Agents That Reduce Mortality and Rehospitalization, but Will Emerging Agents Such as Relaxin Meet These Unmet Needs?
- Atrial Fibrillation: Opportunity Exists for New Antiarrhythmics That Reduce Mortality and Can Be Used in Patients with Heart Failure
- Acute Coronary Syndrome: Mortality and Bleeding Rates Hold the Key to Success for PCI-Treated ACS

Central Nervous System (CNS)

- Advanced Parkinson's Disease: Amid Significant Unmet Need, Neurologists Continue to Seek Novel Agents to Treat Levodopa-Induced Motor Response Complications
- Multiple Sclerosis (Relapsing-Remitting): Neurologists Identify Opportunities for New Product Differentiation in an Increasingly Complex Treatment Paradigm
- Mild to Moderate Alzheimer's Disease: Amid a Growing Patient Population, Neurologists and Payers Are Eager for Therapies That Offer Improved Efficacy, but They Set High Expectations for Safety
- Epilepsy: Improved Efficacy and Delivery Present Opportunity in This Crowded Market
- Bipolar Depression: Emerging Agents Must Meet Psychiatrists' Efficacy Expectations to Be Successful in a Generically Threatened Market



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2011 Titles

Opioid Addiction: New Entrants Offering Even Incremental Improvements in Efficacy Could See Considerable Use in This Challenging Population

Immune & Inflammatory

Crohn's Disease: Gastroenterologists Want Therapies That Offer Rapid Induction of Remission and Sustained Efficacy in TNF-alpha Inhibitor-Refractory Patients

Psoriatic Arthritis: Significant Market Opportunity Awaits Therapies Offering Improvements in Efficacy and Delivery over Currently Available TNF-alpha Inhibitors

Chronic Obstructive Pulmonary Disease: Efficacy in Reducing Exacerbations Will Drive Sales for the Next Blockbuster Therapy

Rheumatoid Arthritis: A Subcutaneous Non-TNF Biological Agent with a Fast Onset of Action Will Have Stronger Uptake in Europe than in the United States

Asthma: Significant Opportunity Awaits Novel Oral Therapies That Meet Physicians' Efficacy Expectations in Persistent Asthmatics

Psoriasis (Moderate to Severe): Dermatologists' Assessment of Current Therapies Reveals That Efficacy Alone Is Not Sufficient to Drive Uptake

Ulcerative Colitis: Physicians are Not Willing to Trade Efficacy or Safety for Better Delivery in Novel Biologic Therapies for Moderate to Severe UC

Infectious Disease

Gram-Negative Infections: Poor Efficacy Against Drug-Resistant Pathogens Leaves Door Open for Emerging Therapies

Hepatitis C Virus: After the Launch of Triple Drug Therapies, a Newly Competitive Landscape Will Reveal Opportunities for Innovative Regimens

Clostridium difficile Infection: Emerging Therapies with Lower Recurrence Rates Are Poised to Challenge the Dominance of Current Therapies

Metabolic Disorders

Type 2 Diabetes: Bydureon's Improved Efficacy and Weight-Loss Properties Meet Physicians' Expectations for a Novel Antidiabetic Agent

Obesity: Emerging Therapies with Double-Digit Weight-Loss Efficacy Are Set to Transform the Obesity Market's Outlook

Diabetic Nephropathy: High Unmet Need for Agents That Can Slow Progression to End-Stage Renal Disease Will Create Market Opportunities for Bardoxolone

Other High-Interest Diseases

Overactive Bladder: Will Advantages in Tolerability Be Sufficient to Give Emerging Agents an Edge Over Currently Marketed Anticholinergics?

Pain Management

Neuropathic Back Pain: Could an Emerging Therapy Obtain Commercial Success by Targeting This Untapped Patient Population?

Chronic Migraine: Prophylactic Drugs Demonstrating Incremental Improvements in Headache Reduction or Response Rates Will Reap Significant Sales



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