



Emerging Markets PatientBase

Unlocking Opportunities in the Emerging Markets with Epidemiological Data

Emerging Markets PatientBase provides an in-depth study of patient populations across all of the most commercially significant drug indications in Brazil, China, India, Russia (BRIC) and Mexico.

Key Benefits

- Rich data set of high interest indications across the BRIC markets and Mexico
- Patient population estimates from which pharmaceutical companies can make projections of patient share or market value for given drug indications
- Primary research with relevant physician specialties in major cities to assess drug-treatment rates for 110 markets and 234 subpopulations at a syndicated price point
- Transparent methodology; each indication covered includes a detailed explanation of methodology as well as a complete bibliography
- Access to Decision Resources' emerging markets specialist team of epidemiologists

Key Users

- Emerging markets teams
- Market research
- Forecasting

Emerging Markets PatientBase combines Decision Resources' expertise in epidemiology with our in-depth knowledge of the major emerging pharmaceutical markets to unlock market opportunities in the BRIC countries and Mexico. With comprehensive and rigorously researched analysis of the most important drug indications, Emerging Markets PatientBase is the premier emerging markets epidemiological database.

Providing current and 10-year forecasts of patient populations across high profile drug indications for the BRIC markets and Mexico, Emerging Markets PatientBase allows users to estimate current and future patient population sizes for the national patient population of each indication covered, as well as for many specific patient subpopulations. This comprehensive analysis includes stratification of the patient population by:

- Diagnosed and drug-treated status
- Relevant clinical variables such as stage of disease at diagnosis and severity
- Urban and rural status (for China and India)

Geographic Markets Covered

- Brazil
- Russia
- India
- China
- Mexico

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Unique data included in Emerging Markets PatientBase:

- Extensive surveying of high-prescribing physicians
- Demographic projection models of population dynamics and growth, including urbanization processes
- Cancer progression models adapted to emerging market demographics and healthcare systems

Sample questions Emerging Markets PatientBase can help answer:

- How many patients in a particular market are diagnosed and drug-treated?
- How will prevalence, diagnosis and drug-treated rates change over the next 10 years?
- How many of the patients with cancer are in early stages of the disease versus later stages?
- How does disease burden vary by country and by indication?
- How many patients in major cities suffer from my disease of interest?

Emerging Markets PatientBase Indications:

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|---------------------------------------|--|
| Acute Coronary Syndrome | Hepatitis C Virus |
| Alzheimer's Disease | Hypertension |
| Asthma | Major Depression |
| Breast Cancer | Multiple Sclerosis |
| Chronic Obstructive Pulmonary Disease | Non-Small-Cell Lung Cancer |
| Colorectal Cancer | Non-ST Segment Elevation Myocardial Infarction |
| Crohn's Disease | Ovarian Cancer |
| Diabetic Nephropathy | Prostate Cancer |
| Diabetic Neuropathy | Renal Cell Carcinoma |
| Diabetic Retinopathy | Rheumatoid Arthritis |
| Dyslipidemia | Small-Cell Lung Cancer |
| Esophageal Cancer | ST-Segment Elevation Myocardial Infarction |
| Gastric Cancer | Type 2 Diabetes |
| Hepatocellular Carcinoma | Ulcerative Colitis |
| Hepatitis B Virus | Unstable Angina |

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