

Physician & Payer Forum

Primary Market Research at a Multiclient Price



2012 Titles



Dramatic Changes in the Malignant Melanoma Landscape: How Will U.S. Payers and Prescribers Limit or Promote Market Access for Recently Launched and Emerging Brands?

How Will U.S. Payer and Prescriber Attitudes and Decisions Shape the Prostate Cancer Market? Focus on Zytiga and the Crowded Late-Stage Pipeline

What are the U.S. Market Access Levers and Hurdles Facing Oral Small Molecule Targeted Oncology drugs for Breast Cancer and Non-Small Cell Lung Cancer?

Renal Cell Cancer and Hepatocellular Carcinoma: How will Payer and Physician Attitudes Impact Prescribing of Small Molecule Oral Therapies

Evolving Treatment Paradigms for Acute and Chronic Gout: How Will U.S. Prescriber and Payer Decisions Affect Novel Therapies' Access to the Market?

How Will U.S. Payers and Prescribers Determine the Success of New Biologic and Oral Entrants and Currently Marketed Biologics in Psoriatic Arthritis and Axial Spondyloarthritis?

How Will the Launches of Oral Immunomodulators and Biosimilars Impact the U.S. Prescribing and Reimbursement Landscape for Current and Emerging Biologics in Rheumatoid Arthritis?

U.S. Payer and Prescriber Attitudes Toward Novel Oral, Topical, and Biologic Emerging Agents in the Psoriasis Market: Implications for Market Access

How Will Reimbursement Decisions for Novel Biologics and Biosimilars Impact Prescribing in the Dynamic Markets for Crohn's Disease and Ulcerative Colitis?

How Will Payer and Prescriber Attitudes Toward Novel and Me-Too Fixed Dose Combination Inhalers for Asthma and Chronic Obstructive Pulmonary Disease Shape These Markets?

Novel Injectable Therapies for Type 2 Diabetes: What U.S. Market Access Hurdles Will Novel GLP-1 Analogues and Next Generation Insulin Therapies Have to Clear? Physician & Payer Insights

How Have Zyprexa's Patent Expiry, the Launch of Novel Atypical Antipsychotics, and Payer Decisions Reshaped U.S. Physician Behaviors in the Major Psychiatry Markets?

A New Era in the Treatment of Hepatitis C Virus: What Market Access Hurdles are U.S. Payers Erecting and How are Physicians Responding?

Hospital-Acquired Infections: How is the U.S. Launch of Premium-Priced Antibiotics for C. difficile and MRSA Affecting Physician Prescribing and Payer Reimbursement Decisions?

Gram-Negative Infections: How Will U.S. Payer and Prescriber Receptivity to Novel Antibiotics Shape the Market for These Therapies?

Chronic Back Pain: Reimbursement and Uptake of Novel Agents and Tamper-Resistant Opioids Among Payers and Prescribers



A Decision Resources Group Company

www.DecisionResources.com

© 2012 Decision Resources, LLC