

Treatment Algorithms Insight Series

Quantifying Lines of Therapy Through Patient-Level Claims Data

Key Benefits

- Understand current treatment patterns and track quarterly usage, including use of newly launched therapies
- Drive product growth through accurate knowledge of your product's positioning among the lines of therapy
- Target specific competitors that are preceding or following your product and benefit from actionable analysis of the path to treatment
- Quantify first-, second- and third-line therapy choice and discover the factors driving early-line treatment choice
- Custom query capabilities available to address brand-specific needs
- Interactive dashboard enables users to quickly maneuver through all available data views
- PowerPoint deck deliverable includes analyst insight of key findings and implications and can be incorporated into user presentations

Key Users

- U.S. Market Research
- Global Market Research
- Brand Management
- Commercial Analysis

Decision Resources provides exceptional insight into physicians' prescribing trends, from diagnosis through multiple courses of treatment, for a specific disease.

The Treatment Algorithms Insight Series delivers real value by examining physicians' actual prescribing behavior as they initiate therapy and move through second- and third-line choices. Our analysis is driven by a deep longitudinal patient-level claims dataset. This database examines the prescribing practices for 30 million patients, providing the most representative sample of U.S. treatment practice.

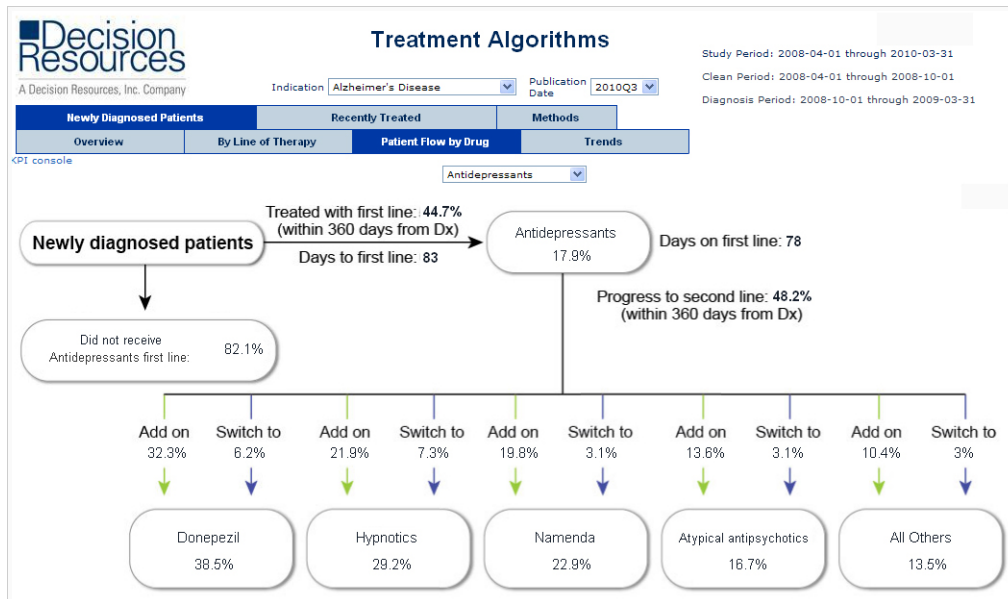
For each disease examined, Decision Resources' Treatment Algorithms Insight Series provides the following:

- Review of current guideline recommendations and impact on therapy selection
- Quantitative treatment algorithms based on patient-level claims data
- Product share (class and specific compound level) within each line of therapy (first, second, third line)
- Discussion of key drug combinations (including add versus switch patterns) by lines of therapy
- Progression of therapy from key first line products (e.g., initial treatment with Advair to second line, third line; initial treatment with Spiriva to second line, third line)
- Pathway to key therapies from previous therapies (e.g., how much Humira use is preceded by Enbrel versus methotrexate?)



A Decision Resources, Inc. Company

www.DecisionResources.com



The longitudinal data in Treatment Algorithms enables quarterly comparisons of switching rates by line of therapy for both "newly diagnosed" and "recently treated" patient groups.

Sample questions Treatment Algorithms can help answer:

- Which agents are patients using before switching to my drug?
- Is the majority of my drug's usage continued treatment or is it mainly added to existing therapy or prescribed after a patient fails another therapy?
- What is the time-to-uptake for my drug, as well as for my competitors' drugs?
- Which drug class is prevalent in my market and what types of concomitant medications are most frequently prescribed?

For more information, contact us:

In the U.S.: +1 781 993 2500

In Europe: +32 2 357 0610

In Japan: +81 3 5401 2615

Or e-mail: information@dresources.com

www.DecisionResources.com

Vital Biopharmaceutical Insights and Analytics for Experts from Experts