

DecisionBase

*Empowering Decision Makers with
Robust Interactive Data and Analysis*



Drug development isn't what it used to be. Gone are the days of relying on blockbusters. Instead, the drug industry is faced with identifying incremental drug improvements that will be commercially compelling.

In response to these changing times, Decision Resources has revamped its data and analysis tool, DecisionBase, to better address the needs of the drug industry. DecisionBase combines market forecasts with clinical and commercial end points to assess market share projections in 35 indications. These outputs are driven by quantitative and qualitative primary research.

DecisionBase provides detailed market share, patient share and price-per-day projections for key current and emerging drugs. The market share projections are based on results from prescriber surveys that compare physicians' expectations of a potential target product profile with an emerging product profile of the leading drugs in development. The forecast is built on evaluation of commercial and clinical drivers that impact the market. In the commercial environment, we examine pricing, reimbursement, regulatory issues and drug labeling. In the clinical environment, we evaluate clinical differentiators of key current and emerging therapies, factors that influence prescribing decisions and drug choice, patient population, country-specific medical practice and current therapies' impact on quality of life measures.

Each indication assesses:

- Prescription patterns, patient share and market potential of two physician-built target product profiles of a drug fulfilling a key unmet need
- Patient share and usage share of emerging product profiles
- Clinical information including remaining unmet need, key clinical trial end points, quality of life measures and comparison of the clinical profiles of current and emerging therapies
- Market forecast information including diagnosis rates, drug-treated population numbers, patient share, price-per-day and compliance rates
- Commercial information including pricing, reimbursement, labeling and regulatory history

Key Benefits

- Compare U.S. and European physician prescribing patterns and patient share for two physician-built target product profiles of a drug fulfilling a key unmet need
- Determine which clinical end points have the greatest impact on prescribing decisions
- Gauge where physicians are dissatisfied with current therapies
- Identify the challenges and opportunities associated with entering a disease market
- 10-year outlook by drug class; forecast detail provided in 5-year increments
- Geographic coverage of G7 countries
- 60 U.S. and 30 European physician survey respondents

Key Users

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

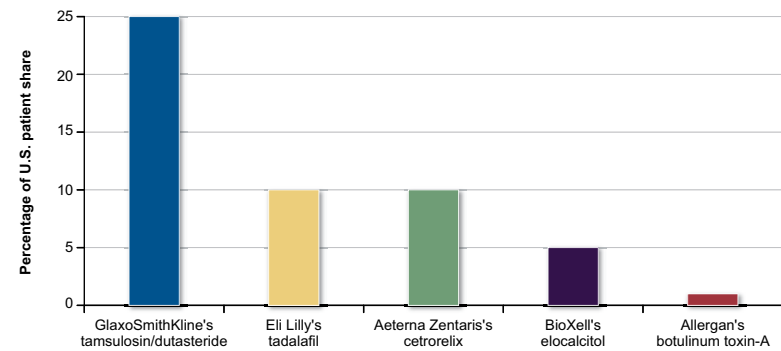


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Sample DecisionBase graphs:

Physician-Assigned U.S. Patient Share for Emerging Benign Prostatic Hyperplasia Product Profiles

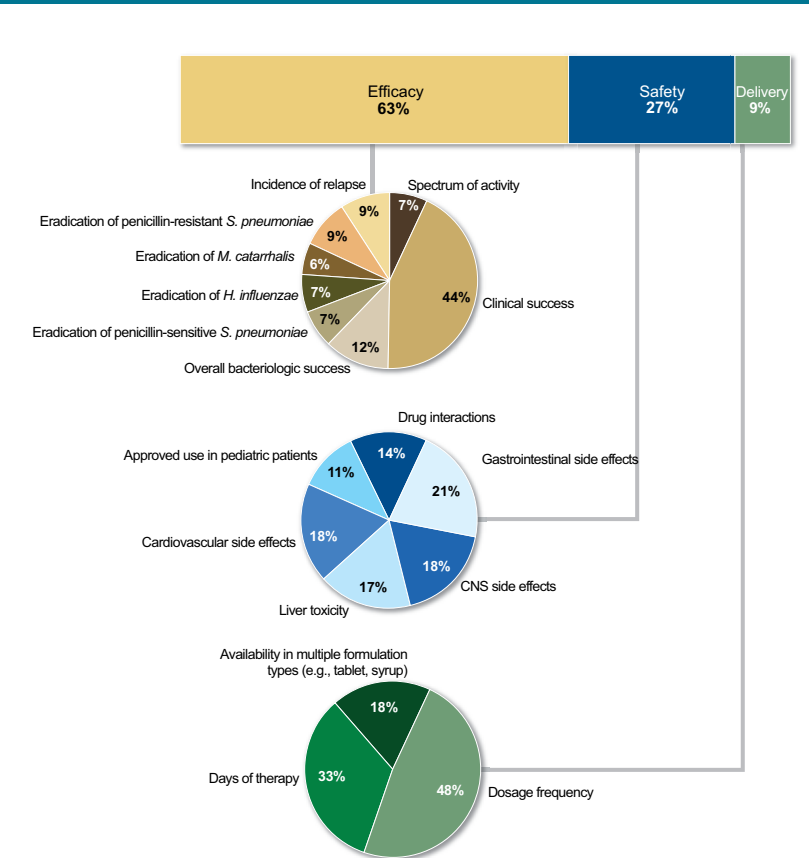


Note: Physicians were presented with profiles of emerging therapies and asked to what percentage of their patients they would prescribe the therapy if it were available. Median patient share is shown.

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Source: Decision Resources

Relative Importance of Therapy Attributes to Primary Care Physicians' Prescribing Behavior in Sinusitis (Acute)



Note: Physicians were asked to distribute 100 percentage points across these measures based on their relative importance to the prescribing decision.

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Source: Decision Resources

Sample questions

DecisionBase can help answer:

- Which clinical end points have the greatest impact on prescribing behavior?
- Where are physicians dissatisfied with current therapies?
- What are the remaining unmet needs and drug development opportunities within a disease market?
- What are the challenges and opportunities associated with entering a disease market?
- How does a drug candidate compare with today's competition and future therapies?
- What current therapies are most vulnerable to competition from emerging therapies?
- What is the ideal and minimally acceptable target product profile for a novel therapy?

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

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