

LAUNCHTRENDS®: AUBAGIO (TERIFLUNOMIDE)

BioTrends Research Group is pleased to announce a new syndicated report series, **LaunchTrends®: Aubagio**, beginning in 2012. This four wave primary research study will follow the launch of Genzyme's Aubagio. Waves 1 through 4 track the introduction of Aubagio based on data collected at one month, three months, six months and one year post-Aubagio launch.

LaunchTrends® are syndicated reports that track the trial, adoption and usage of new products through one year post-launch. These report series provide information on how new products fit into the treatment algorithm, impact current therapies, and change market dynamics. They provide information on awareness, familiarity, and perceived clinical advantages and disadvantages of new products. And, they capture the promotional messages and activities of key market players, as well as counter-detailing by competitors.

SAMPLE FRAME AND METHODOLOGY

Waves 1 through 3 will include responses from a random sample of 75+ neurologists unique to each wave; Wave 4 may include a subset of previous respondents for a total of 100+ neurologists

A qualitative follow up arm includes telephone interviews conducted with a sub-set of 15+ survey respondents

To qualify for participation, neurologists must meet the following criteria:

- In practice between 2 and 35 years
- Minimum of 20 patients with relapsing remitting multiple sclerosis under management
- Treat at least some of their RRMS patients with DMA therapy
- More than 75% of time spent in clinical practice

PRODUCT COVERAGE

Aubagio, Avonex, Betaseron, Copaxone, Extavia, Gilenya, Rebif, Tysabri

RELATED 2012 REPORTS

- TreatmentTrends®: Multiple Sclerosis (US)
- TreatmentTrends®: Multiple Sclerosis (EU)
- ChartTrends®: Multiple Sclerosis (US)
- ChartTrends®: Multiple Sclerosis (EU)
- PatientTrends: Multiple Sclerosis
- Special Report: Impact of the Anti-JC Virus Antibody Assay
- Treatment Algorithms: Multiple Sclerosis

PROJECT OBJECTIVES

- Understand awareness of and familiarity with Aubagio among neurologists
- Understand the perceived clinical advantages and disadvantages of Aubagio compared to other marketed agents used in treating MS
- Understand where Aubagio is expected to fit in the treatment algorithm for MS patients
- Collect information on the promotional messages and activities being employed by Sanofi
- Track the trial, adoption, and usage trends including anticipated future trends for the treatment of MS

DELIVERABLES

- Final report in PowerPoint format (from each wave)
- Complete set of frequency tables, summary statistics, and cross tabulations (each wave) can be provided upon request
- Copies of telephone interviews (as audio files; blinded) can be provided upon request
- Proprietary question slide deck and frequency tables
 - Clients purchasing prior to fielding will have the opportunity to include up to three proprietary questions

REPORT DATES

Waves	Date comments/proprietary questions are due	Field date	Publication date
1	October 29, 2012	November 14, 2012	December 21, 2012
2	January 4, 2013	January 16, 2013	February 15, 2013
3	April 1, 2013	April 10, 2013	May 10, 2013
4	September 30, 2013	October 9, 2013	November 8, 2013

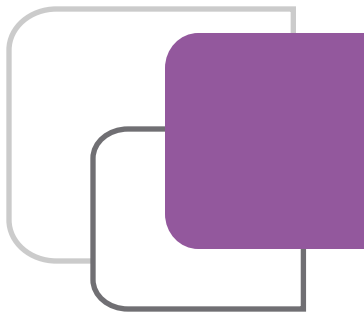


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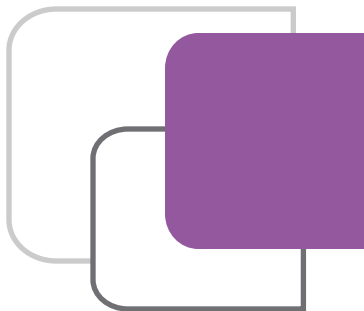


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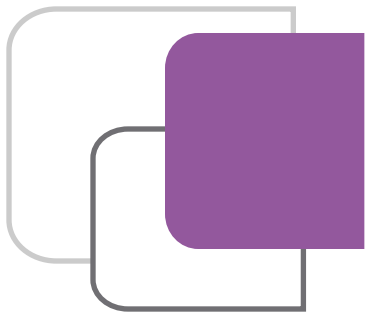


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