



2010 Syndicated Publication Plan

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TreatmentTrends[®]

TreatmentTrends[®] are syndicated reports that provide longitudinal information on market dynamics. They provide insight into practice patterns, attitudes and perceptions, and current and projected use of various products. They evaluate perceived product advantages and disadvantages, as well as sales and messaging efforts of key market players. They are quantitative with several open-ended questions for qualitative feedback.

Report	Publication Date*	Audience
Hyperuricemia/Gout	Feb	Rheum/PCP
US Nephrology	Apr, Jul, Oct, Dec	Nephrology
Biologics in Rheumatology	April, July, Oct, Dec	Rheumatology
Multiple Sclerosis	April, October	Neurology
Lupus/SLE	May	Rheumatology
Vascular Access	June	Nephrology
EU Nephrology: Anemia	Jun, Dec	Nephrology
EU Nephrology: Bone and Mineral	Jun, Dec	Nephrology
Belgium, Netherlands Nephrology	June	Nephrology
Renal Anemia in Greece	June	Nephrology
Uveitis	July	Ophthalmology
Kidney Transplantation	July	Nephrology
Pancreatic Enzymes	August	GI/Cystic Fibrosis
Psoriasis V	August	Dermatology
Psoriasis in the EU	August	Dermatology
China Nephrology	August	Nephrology
Anemia Managers	August	Nephrology
Psoriatic Arthritis	September	Rheum/Derm
Hepatitis	September	ID/Gastro/Hep
Renal Dietitians	October	Nephrology
Multiple Sclerosis in the EU	October	Neurology
Fibromyalgia	October	Rheumatology
Anemia of Chronic Disease	November	HemOnc/Gastro
Ankylosing Spondylitis	November	Rheumatology
Canadian Nephrology	December	Nephrology

ChartTrends®

ChartTrends® are syndicated reports that uncover what occurs at the patient level. Through an in-depth review of specific patient charts, details such as product dosing and titration, switching, concomitant medications, and a host of laboratory and demographic variables define patient types and identify therapy triggers.

Bone and Mineral Metabolism in Dialysis	Mar	Nephrology
Renal Anemia in Dialysis	Mar	Nephrology
Gout	Aug	Rheumatology/PCP
Renal Anemia in Chronic Kidney Disease	Sep	Nephrology
Bone & Mineral Metabolism in CKD	Sep	Nephrology
Biologics in Rheumatoid Arthritis	Sep	Rheumatology
Renal Anemia in the EU: Dialysis and CKD	Oct	Nephrology
Bone and Mineral Metabolism in the EU	Oct	Nephrology
Multiple Sclerosis	Oct	Neurology
Inflammatory Bowel Disease	Nov	GI
Biologics in RA: European Market	Nov	Rheumatology
Lupus/SLE: US and EU	Dec	Rheumatology

LaunchTrends®

LaunchTrends® are a series of four syndicated reports that track the trial, adoption, and usage during a product's initial market introduction. Fielding occurs one month post FDA approval, and at one, three, and six months post launch. *LaunchTrends®* provide information on how new products fit into the treatment algorithm, impact on current therapies, and change in market dynamics.

LaunchTrends® employ a blend of quantitative and qualitative methods

FERAHEME (Wave Three)	FEB	Nephrology
EXTAVIA/AMPYRA	MAY*	Neurology
STELARA (Psoriasis)	FEB, APR	Dermatology
ACTEMRA (RA)	MAR, MAY*	Rheumatology
ESBRIET (Idiopathic Pulmonary Fibrosis)	TBD	Pulmonary
LUVENIQ (Uveitis)	TBD	Ophthalmology
ZALBIN (Hepatitis C)	TBD	ID/ Gastro/Hep
GILENIA/FTY-720 (MS)	TBD	Neurology
BENLYSTA (Lupus)	TBD	Rheumatology
KRYSTEXXA (Gout)	TBD	Rheumatology
BELATACEPT (Kidney Transplant)	TBD	Transplant/Nephrology

Special Reports

Impact of the Dialysis Bundled Payment	Mar, TBD**	Nephrology
Patient Perspectives: Dialysis and CKD*	Mar	Nephrology
Trends in Dialysis Modalities	April	Nephrology
Referrals in Nephrology II	Aug	Neph, Card, Endo, PCP
Diabetic Nephropathy	Nov	Nephrology
Impact of Managed Care on Biologic Agents for RA	Dec	Managed Care
Optic Neuritis	Dec	Neuro/Ophth

***Co-sponsored with the National Kidney Foundation**

**** To be fielded one month following final rule by CMS**