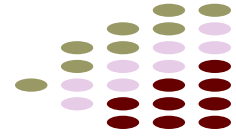




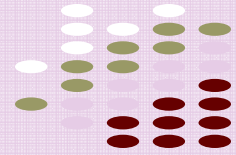
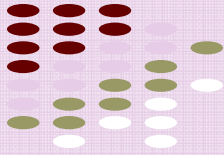
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2009 Syndicated Publication Plan

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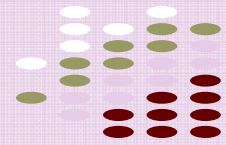
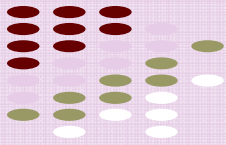


TreatmentTrends[®]

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
US Nephrology	Apr, Jul, Oct, Dec	Nephrology
EU Nephrology: Anemia	Jun, Dec	Nephrology
EU Nephrology: Bone and Mineral	Jun, Dec	Nephrology
Latin America Nephrology	Jun	Nephrology
Turkey: Renal Anemia Market	Jun	Nephrology
Russia: Renal Anemia Market	Jun	Nephrology
Canadian Nephrology	Dec	Nephrology
Renal Dietitians	Apr, Oct	Nephrology
Anemia Managers	Oct	Nephrology
Psoriasis	May	Dermatology
Multiple Sclerosis	Jan	Neurology
Anemia of Chronic Disease	Dec	HemOnc/Gastro

*Publication dates are estimated and may shift during the year. Please contact BioTrends at www.bio-trends.com for more detailed information on any project of interest.



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 Chronic Kidney Disease	Nov	Nephrology
Bone & Mineral Metabolism in CKD	Nov	Nephrology
Renal Anemia in the EU: Dialysis and CKD	Dec	Nephrology
Bone and Mineral Metabolism in the EU	Dec	Nephrology
Biologics in Rheumatoid Arthritis	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 current therapies, and change market dynamics. *LaunchTrends™* employ a blend of quantitative and qualitative methods

FERAHEME (Iron Deficient Anemia), Wave 1&2	Sep/Nov	Nephrology
STELARA (Psoriasis) Wave 1	Nov	Dermatology
ULORIC (Gout) Wave 1-3	Q1-Q2	Rheum/PCP
SIMPONI /CIMZIA (RA), Wave 1-3	Q3-Q4	Rheumatology
EXTAVIA (MS), Wave 1	DEC	Neurology

Special Reports

Impact of the Dialysis Bundled Payment	July	Nephrology
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