



DECTIVA

Our Services for Healthcare Clients

*Customized Market
Research Intelligence*

*Informing Investment and
Management Decisions*



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Customized Market Research to Support Critical Business Decisions

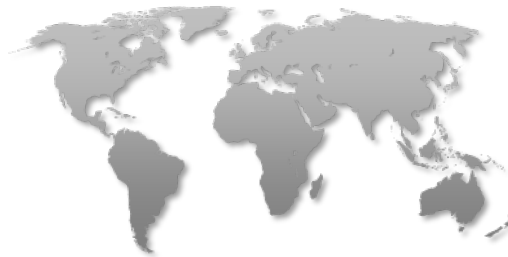
Services

- » Deliver customized primary and secondary market research in a timely and cost-effective manner
- » Supply a team of market research professionals who specialize in quantitative and qualitative methodologies
- » Research design, data analysis and results presentation founded on market research best practices



Research Panels

- » Provide clients with direct access to target audiences via our global network of survey respondents
 - Over 100,000 physicians in US
 - Over 100,000 physicians in Europe; access to doctors in Asian Pacific, Latin American markets
- » Provide access to payers, hospital administrators, nurses, other healthcare professionals and patients



Clients

- » Life science corporations
 - Pharmaceuticals
 - Medical device
 - Healthcare services
- » Venture capital, private equity and other institutional investors
- » Sell-side research analysts



Clients Work With Dectiva to Inform Planning and Investment:

- » Survey targeted physician and patient groups to *forecast demand and rate of adoption* for new products
- » Test new target product profiles to *investigate strengths, weaknesses, opportunities, and positioning* relative to the competitive set
- » *Identify unmet therapeutic needs* and determine potential barriers to new product adoption
- » Analyze existing target markets to *understand usage rates of competing products* where sales information is incomplete
- » Collect early feedback from physicians, payers, and patients to *inform new product planning and development of target product profiles*
- » Evaluate *key drivers of market share* to guide product development and commercial efforts



Sample Report (available for download in the research library at www.dectiva.com)

- » Target Product Profile Evaluation: Forecasting Physician Usage for a Novel Pharmaceutical Agent

Clients Work With Dectiva To Better Understand to Refine and Support Market Assumptions:

- » Disease definition and epidemiology
- » Current treatments, market size (sales volume, patient population and segments), unmet therapeutic needs
- » Clinical and preclinical pipelines
- » Status and results of key trials
- » Emerging profiles of competing new therapies
- » Pricing, coverage, and reimbursement issues

Sample Report (available for download in the research library at www.dectiva.com)



- » Market Landscape Assessment: Epidemiology, Current Treatments and Unmet Needs, Clinical and Preclinical Pipeline, Review of Key Trials, Emerging Profile of New Therapies
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Advantages of Dectiva

Why do Leading Business Decision Makers in Healthcare Work with Dectiva?



Global Reach

Gain access to our global network of doctors, payers and other medical professionals, available in the US and over 15 countries internationally



Expertise

Leverage the rich sector expertise and research experience of our market research analysts



Confidentiality

All custom Dectiva projects are treated with the utmost confidentiality; data and results from custom projects are the exclusive property of our clients



Actionable

Receive data that has been mined for insights to support critical decision-making



Timely Delivery

Studies that previously took months can be completed in a much shorter period of time



Competitive Fees

No subscriptions or retainer fees, all projects conducted on a fee-for-hire per project basis

Healthcare Panel

- **US-based** and **international** physicians are accessible for quantitative and qualitative research by specific medical specialty. Medical and Pharmacy Directors and other formulary decision makers, experts in the basic sciences and a large number of additional medical professionals including nurses, dentists and pharmacists are also available.

Tier 1 - Physicians

Primary Care Physicians
General Practice
Family Practice
Internal Medicine
Pediatrics
OB-GYN
Allergy
Cardiology
Critical Care
Dermatology
Diagnostic Radiology
Emergency Medicine
Endocrinology
Gastroenterology
General Surgery
Geriatric Medicine
Hematology
Infectious Disease
Nephrology
Neurology

Oncology
Ophthalmology
Optometry
Orthopedics
Pain Medicine
Plastic Surgery
Podiatry
Psychiatry
Public Health
Pulmonologist
Radiology
Rehabilitation
Rheumatologist
Sports Medicine
Urology

Tier 2 - Specialists

Anesthesiology
Cardiologist Interventional
Child Neurology
Child Psychiatry
Clinical Genetics
Colon Rectal Surgery
Dermatopathology
Dev Behavior Pediatrics
Electrophysiologists
Geneticist
Gynecological Oncology
Hand Surgery
Hyperbaric Physician
Maternal Fetal
Neonatal-Perinatal Medicine
Neuro Disabilities
Neuro Surgery
Nuclear Radiology
Occupational Med
Osteopathy
Neuropathology
Pediatric Specialty

Plastic Surgery
Preventive Medicine
Radiation Oncology
Radiology
Reproductive Endo
Surgery Critical Care
Thoracic Surgery
Transplantation Surgery
Trauma Surgery
Vascular Radiology
Vascular Surgery
Wound Specialist

Tier 3 - Payers

Formulary Decision Makers
Pharmacy Directors
Managed Care Administrators
Hospital Executives

Ailment Panel

Patient Ailments

Alcoholism	Mental Health & Behavior
Allergies	Mobility condition(s)
Bedwetting	Neurological condition(s)
Breathing / Respiratory condition(s)	Organ Transplant
Cancer	Pain or Bone/Joint/Muscle
Cold Sores	Physical Appearance (i.e., hair loss, cosmetic appearance)
Dental condition(s)	Sexual Health
Diabetes	Skin condition(s)
Diet / Nutrition	Sleep Disorder(s)
Digestive condition(s)	Smoker
Eye, Ear, Nose, Throat condition(s)	Smoking Cessation, Interest in
Fitness / Exercise	Substance Abuse
Habits (i.e., smoking, alcohol, etc.)	Surgery, Recent
Heart / Blood condition(s)	Thyroid condition(s)
Immunological condition(s)	Weight condition
Kidney Failure	Woman's Health
Lyme Disease	
Men's Health	

Medical Devices

Blood Glucose Meter	Nebulizers
Braces	Nicotine Gum
Cane	Nicotine Patches
Contact Lenses	Oxygen Tanks
Crutches	Pacemakers
Epipen	Prescription Eyeglasses
False Teeth	Retainers
Hearing Aids	Stent
Inhalers	Walker
Insulin Injections	Wheelchair
Mouthguard	

OTC medications

Prescription medications

Vitamin supplement usage

Health insurance

Treatment methodologies

Recently used services

Product Summary

Quantitative Surveys

Full survey instrument design (*as required*), data collection, analysis and reporting

Rigorous participant screening

- Minimum patient volumes
- Minimum number prescriptions/procedures
- Time in practice
- Treatment settings

Custom sample size to power robust analyses by respondent segments

Surveys can be conducted in US, European, South American and Asian Pacific markets

Priced based on:

- Sample size
- Medical specialty (*incidence rate*)
- Survey duration

Completed within 6-8 weeks

1-on-1 Interviews

Speak directly with or have our team moderate interviews with:

- Key opinion leaders
- Front-line care givers
- Third-party payer audiences

Exceptional targeting/screening ability for participant selection

Recruitment, scheduling and honoraria included

- From \$500-\$1,200/hr

Completed within 7-10 days, based on screening requirements and interview duration

Market Landscapes

Secondary Research Reports

Ideal for companies/investors exploring:

- Products in new areas
- New applications for existing products

Collect technical data on:

- Disease classification
- Diagnostic algorithms
- Epidemiology
- Key market drivers
- Competitive intelligence (detailed pipeline and existing market overviews)

Completed within 2 weeks

Dan Meichenbaum

Dan has over 12 years of experience designing and managing survey-based research studies and performing data analysis and predictive modeling. His research expertise includes market segmentation, market assessments, product usage and awareness tracking studies, and new product concept design and testing.

Prior to co-founding Dectiva, Dan was recruited in 2007 by San Francisco based investment bank Pacific Growth Equities to lead the product design and project execution for Decision Metrics, a proprietary primary market research platform targeting institutional investment, venture capital, private equity, and corporate entities. Following acquisition of Pacific Growth Equities by Wedbush Securities in 2009, Dan continued to grow Decision Metrics into one of the most unique and valuable primary market research product offerings specifically targeting the investment community.

Prior to joining Pacific Growth Equities, Dan was owner and Principal Consultant with Health Research Consulting, Senior Director of Analytics at Loyalty Matrix, and Senior Market Research Analyst at ConsumerData International. Dan attended Simon Fraser University, Vancouver, Canada, where he conducted research in the field of human neurophysiology and gained extensive training in research design and quantitative analysis

Hao-Chau Tran

Hao-Chau has been providing strategic market research and planning support to the pharmaceutical industry for 18 years. Her consulting experience has included strategy development at the corporate, franchise and product level, as well as market and opportunity assessments that support partnering activities and new product planning. Her therapeutic expertise includes oncology, inflammatory and autoimmune diseases, dermatology, women's health, gastroenterology and cardiovascular diseases.

Hao-Chau has served multinational pharmaceutical firms, domestic specialty pharmaceutical companies, biotechs, discovery and device companies.

Previously, Hao-Chau has been Managing Partner with Hygea Strategies, Managing Director within Navigant Consulting's life science practice and a Partner with Front Line Strategic Consulting, Inc., overseeing project teams and leading the development of innovative analytical methodologies. She has facilitated workshops, supported decision making and developed new processes for senior executives, product managers and research teams. She holds a B.A. in Quantitative Economics from Stanford University.

Mark Bogan

Mark brings 20 years of experience in the life sciences industry. He has held positions in both industry and management consulting. He brings experience in pharmaceutical R&D and has held biopharmaceutical industry positions in finance, strategy and market planning.

His life science strategy consulting experience includes market research, analytics, forecasting and valuations in support of strategic initiatives at the product, franchise and portfolio levels, in both domestic and international markets. His therapeutic areas of expertise include anti-infectives, ophthalmology, dermatology, oncology, cardiovascular diseases, and significant experience in other therapeutic areas.

Previously, Mark was a Managing Consultant within Navigant Consulting's life science practice, where he provided project leadership, forecasting, and analytical support to a variety of product planning and opportunity assessment initiatives. Mark has served industry roles with Genentech, Gilead Sciences, InterMune and Emergent Genetics, and holds an MS in Biology from San Francisco State University, as well as MS Finance and MBA degrees from the University of Denver.



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