



DECTIVA

HEALTHCARE SECTOR PRIMARY RESEARCH SAMPLE REPORT

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

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Introduction of services

Market Research Intelligence: Make More Informed Investment and Management Decisions

Dectiva specializes in delivering quantitative and qualitative market research data and analysis to leading investment and business decision makers. By providing access to a global panel of survey and interview respondents, Dectiva empowers its clients with proprietary knowledge and timely insights in the life sciences industry. Dectiva serves institutional investment, venture capital, private equity, and corporate entities.



Clients Use Dectiva's Primary Market Research Platform To:

- » 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 design and development of target product profiles
- » Evaluate key drivers of market share to guide product enhancements and post-marketing efforts

Clients Use Dectiva's Secondary Market Research Services To Better Understand:

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

Clinical Trial Recruitment - Investigators and Patients:

Leveraging our global network, Dectiva performs custom recruitment campaigns of clinical investigators and patients for enrollment in clinical trials.

Summary of proprietary metrics included in this study:

- » Detailed examination of current patient volumes treated & patient characteristics
- » Current treatment practices
 - Key drivers in selection of existing therapies
 - Perceived effectiveness of existing therapies
- » Relative importance of new product attributes in prescribing decision making
- » Evaluation of clinical need for novel pharmaceutical agent

- » Target Product Profile Evaluation
 - Overall impression
 - Benefits/concerns
 - Attribute evaluation
 - Perceived impact on current prescribing decision making
 - Forecasted patient share (new patients & switching behavior)
 - Current products most likely to be replaced by novel agent
 - Likelihood to use off-label

Data Collection Methodology

- » Web-based survey
 - » Robust sample sizes to power quantitative analysis & market forecasts
- Survey instrument developed by Dectiva for review/approval by client
 - Sufficient to allow for response segmentation by:
 - Medical sub-specialty
 - Type of medical institution
 - Patient volumes (i.e., high vs. low prescribers)

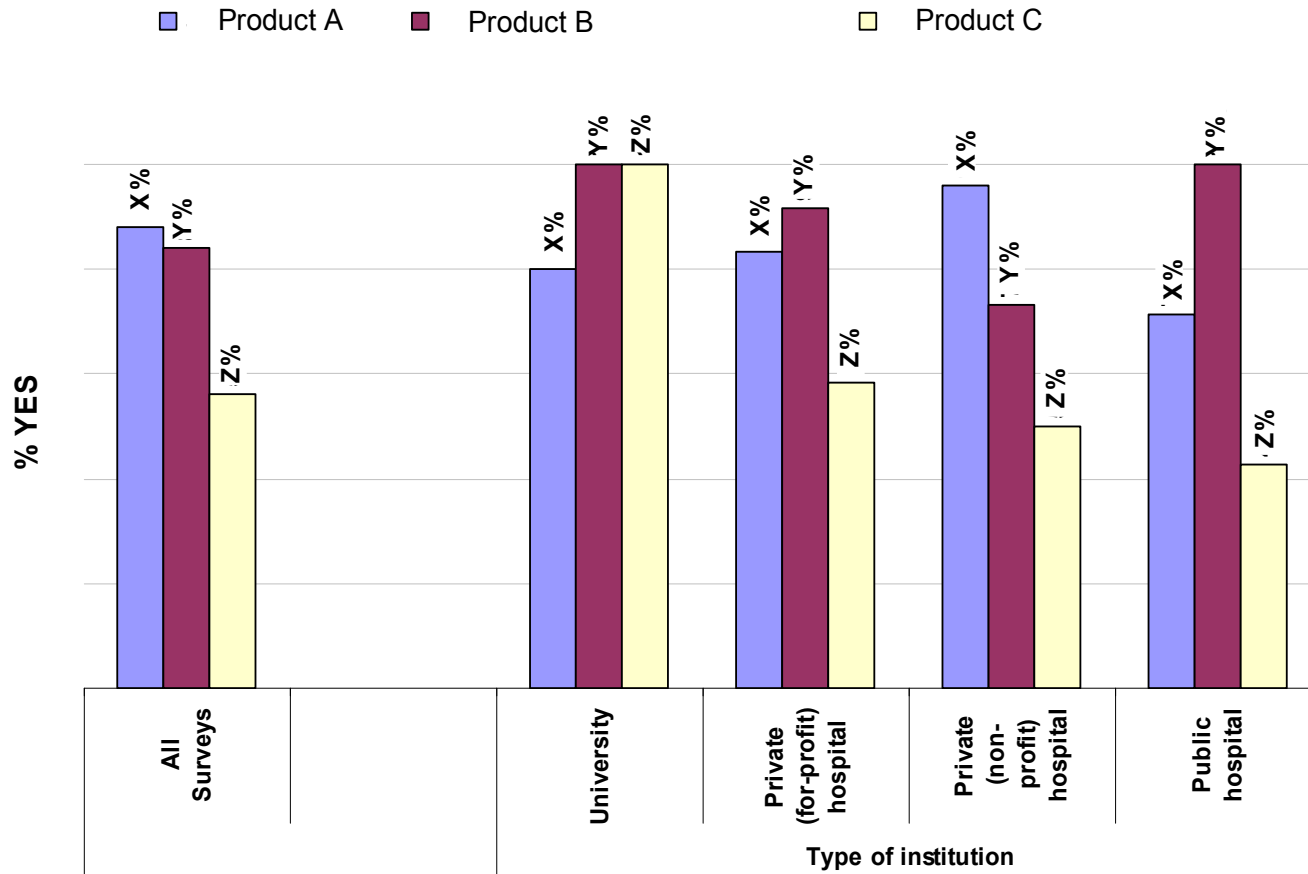
Respondent Screening Criteria

- » In order to qualify for participation in the survey, all respondents were screened to ensure they met the desired profile requirements, including:
- Active board certification in target sub-specialty
 - Minimum and maximum number of years of practice experience
 - Minimum patient volumes treated
 - Personal experience with existing therapeutic products

CURRENT TREATMENT PRACTICES

Products currently available for use

Which of the following products are currently available for use at your institution?



CURRENT TREATMENT PRACTICES

Number of procedures performed

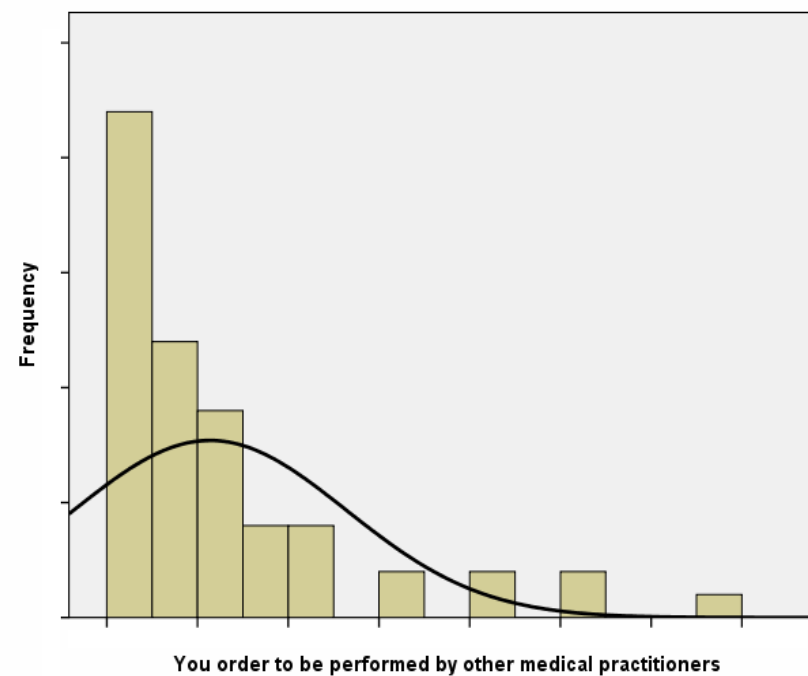
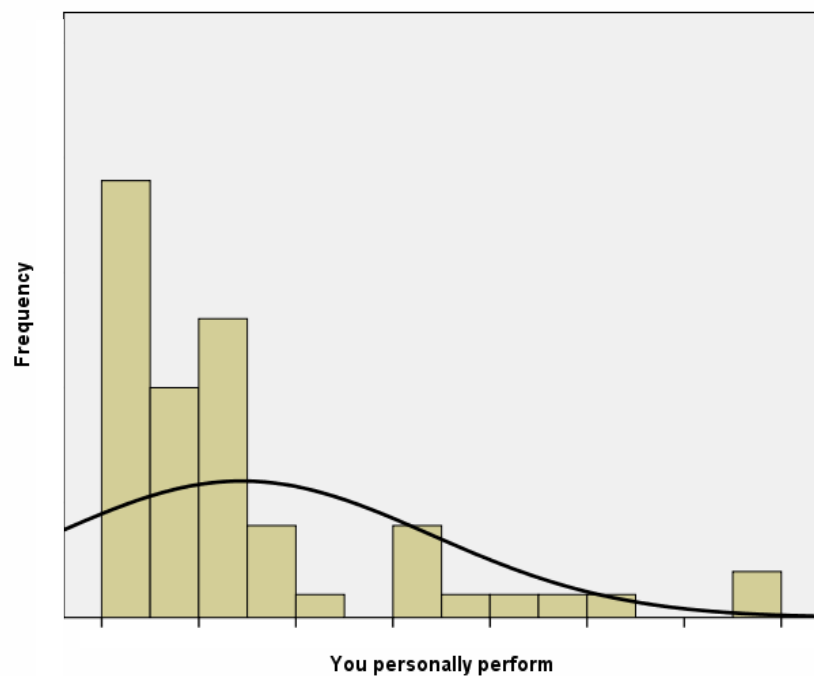
How many procedures do you perform specifically for patients suffering from Y?

Please consider both the procedures that you personally perform and the procedures that you order to be performed by other medical practitioners at your practice.

NUMBER OF PROCEDURES PERFORMED PER MONTH

	All Surveys	
	Median	Mean
You personally perform	A	C
You order to be performed by other medical practitioners	B	D

Histogram & Normal Distribution

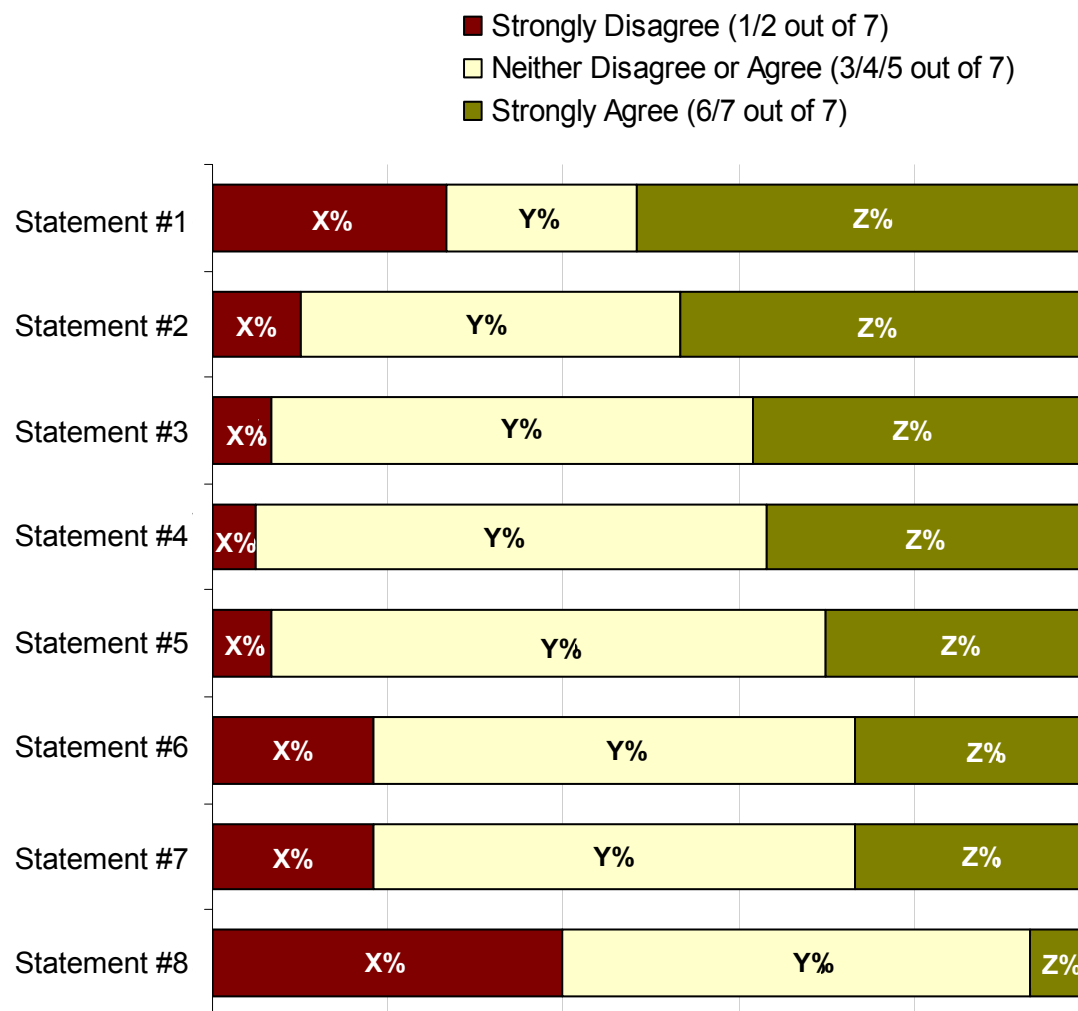


ASSESSMENT OF PHYSICIAN ATTITUDES

Attitudes towards existing therapies

Next we will present you with several statements related to the use of therapy X for the treatment of patients with Y. For each statement please indicate your level of agreement.

You will be asked to indicate your level of agreement with each statement using a scale of 1 to 7, where: 1 = Strongly Disagree, 7 = Strongly Agree



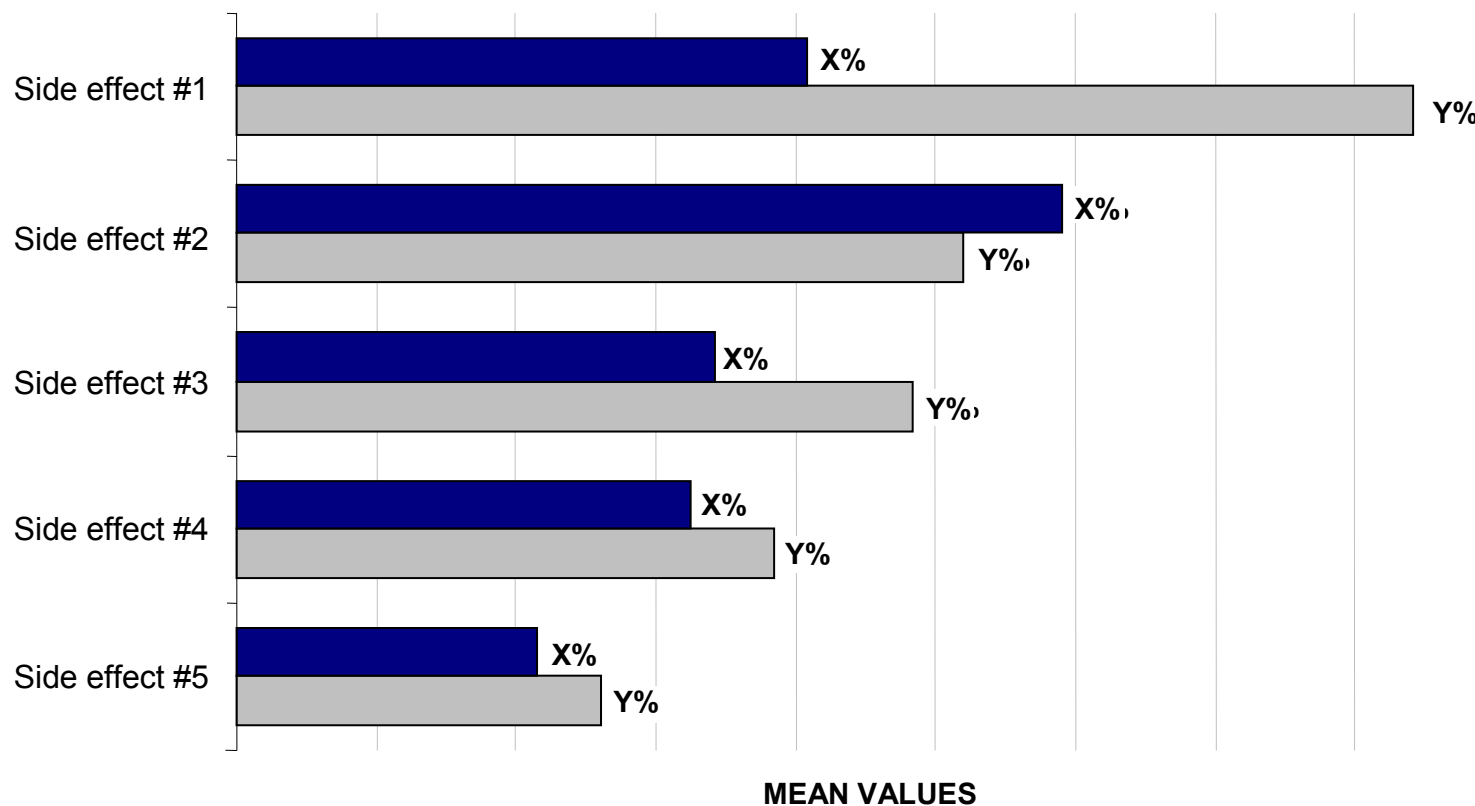
SIDE EFFECT PROFILE

Side effects from various therapies

In your experience, what percentage of patients who you treat with the following therapies experience each of these side effects?

THE TOTAL DOES NOT NEED TO SUM TO 100% TO ACCOUNT FOR MULTIPLE SIDE EFFECTS.

- PATIENT GROUP A – THERAPY #1
- PATIENT GROUP B – THERAPY #2

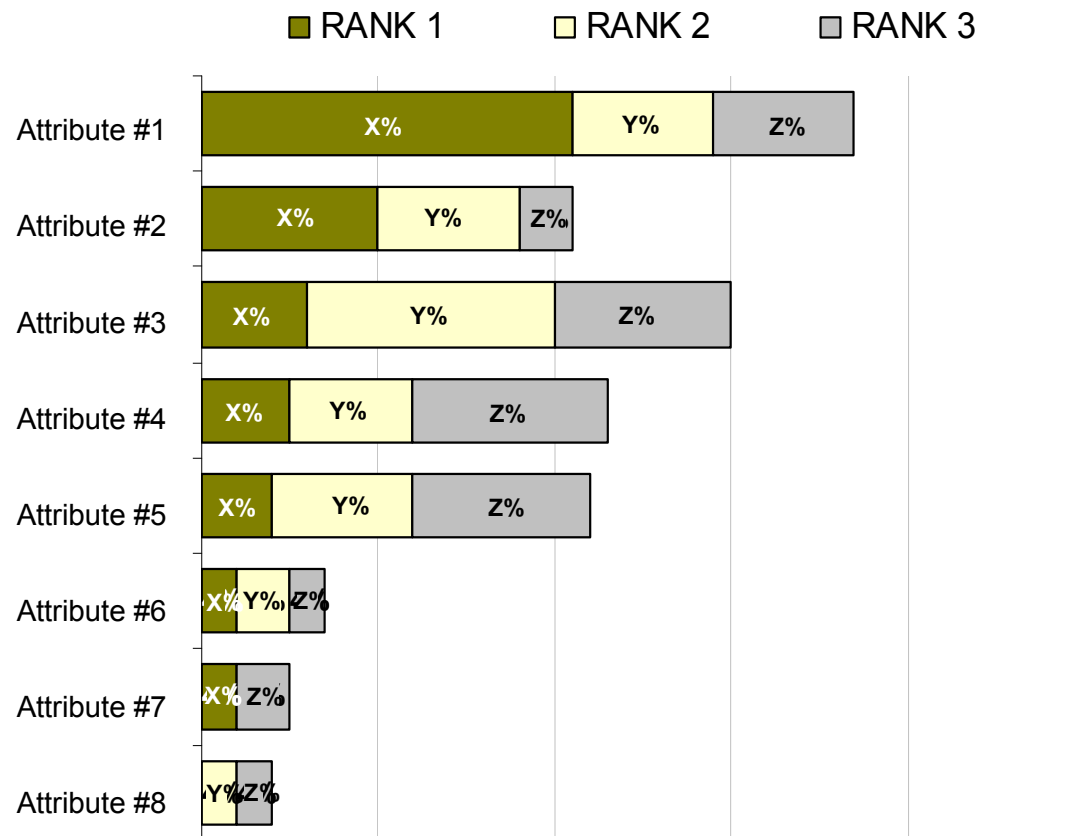


ATTRIBUTE IMPORTANCE

Importance in prescribing decision making

How important are each of the following product attributes in your selection of therapy for patients suffering from X?

Please use 1 for the attribute that is most important, 2 for the second most important attribute, and 3 for the third most important attribute.



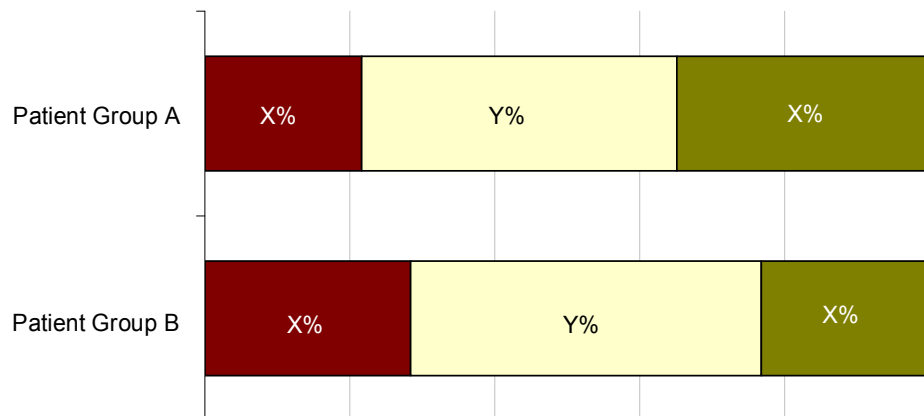
FORECASTED NEW PRODUCT ADOPTION

Need for novel therapy

To what extent do you feel there is a need for a *novel therapy* to treat Disease X in each of the following types of patients?

PLEASE USE A SCALE OF 1 TO 7 WHERE 1 MEANS NO NEED AT ALL, AND 7 MEANS A VERY STRONG NEED.

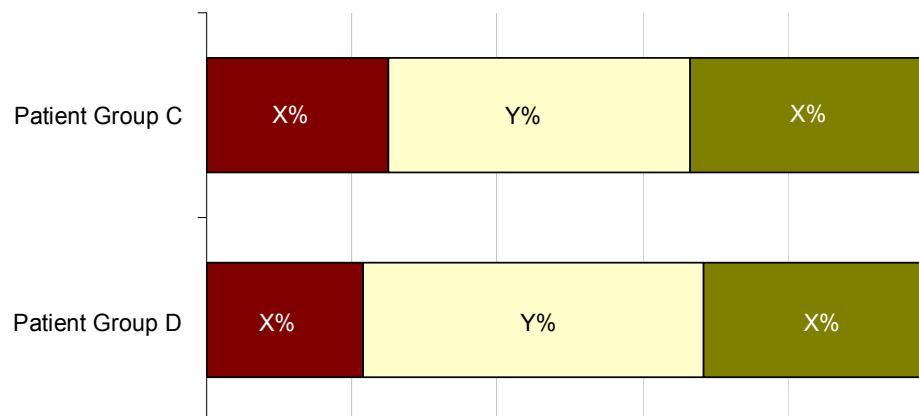
- No Need At All (1/2 out of 7)
- Moderate Need (3/4/5 out of 7)
- Very Strong Need (6/7 out of 7)



To what extent do you feel there is a need for a *novel prophylactic therapy* to treat Disease X in each of the following types of patients?

PLEASE USE A SCALE OF 1 TO 7 WHERE 1 MEANS NO NEED AT ALL, AND 7 MEANS A VERY STRONG NEED.

- No Need At All (1/2 out of 7)
- Moderate Need (3/4/5 out of 7)
- Very Strong Need (6/7 out of 7)



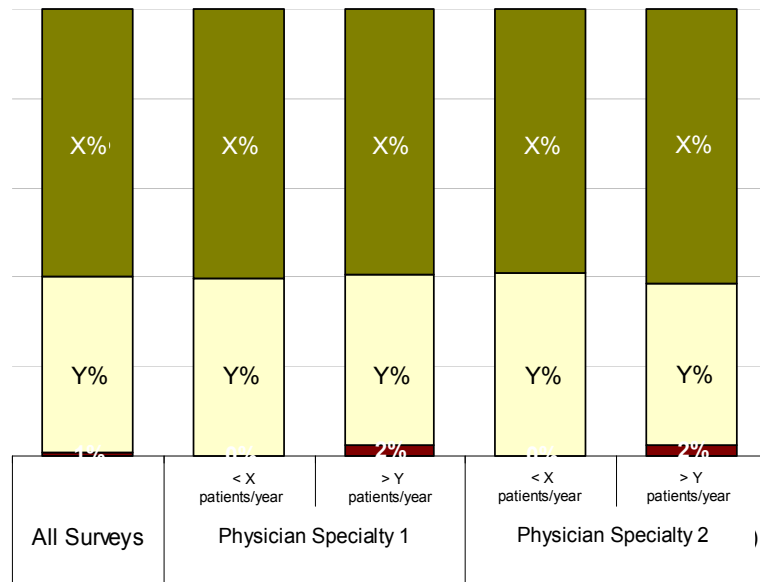
FORECASTED NEW PRODUCT ADOPTION

Reaction to new product profile

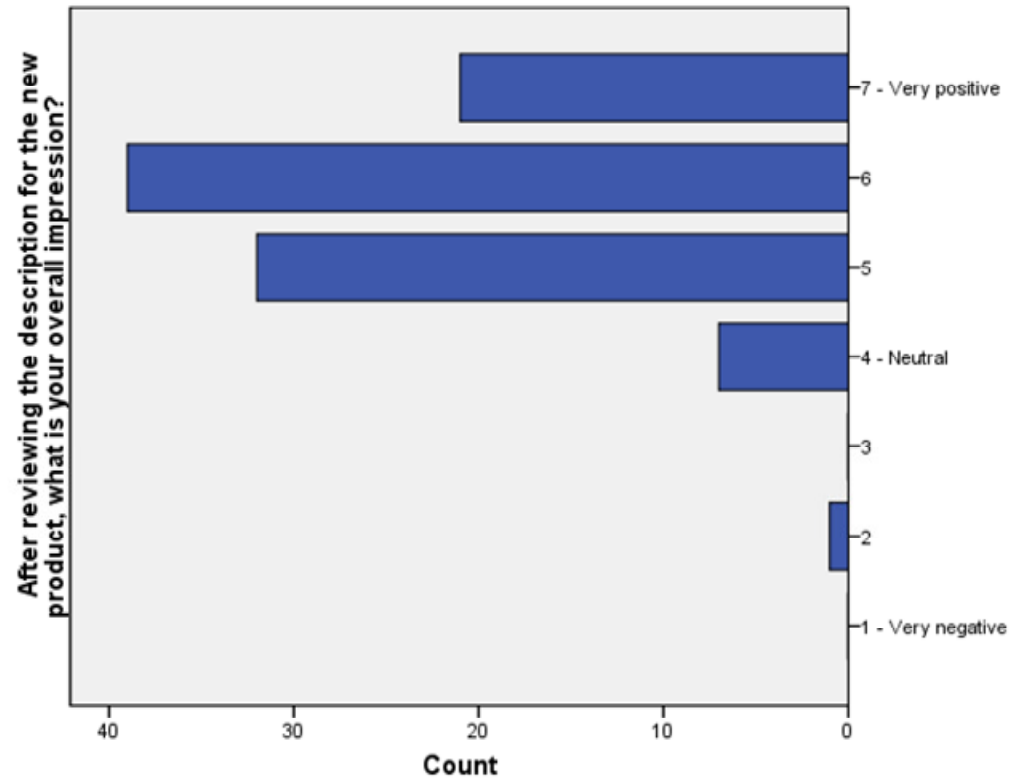
After reviewing the description for the new product, what is your overall impression?

Please use a scale of 1 to 7 where 1 is 'Very negative', 4 is 'Neutral', and 7 is 'Very positive'.

- Very positive (6/7 out of 7)
- Neutral (3/4/5 out of 7)
- Very negative (1/2 out of 7)



All Surveys



FORECASTED NEW PRODUCT ADOPTION

Patient share

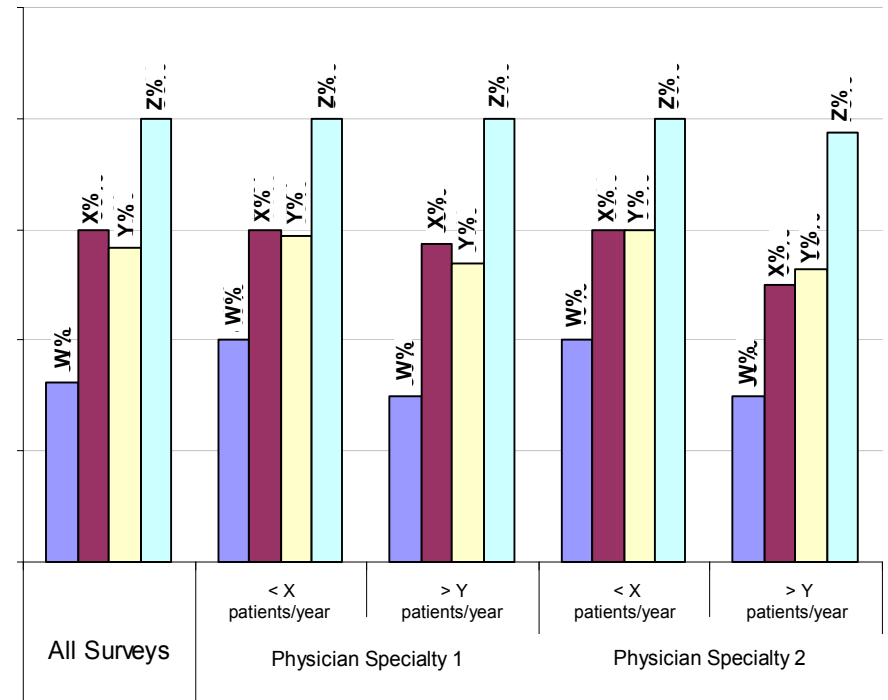
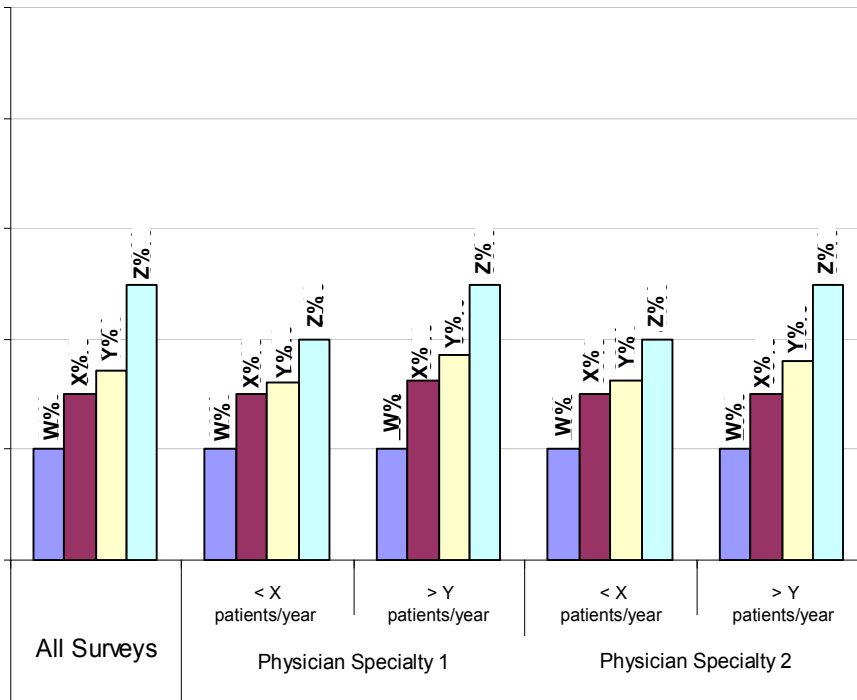
In what percentage of each of the following types of patients do you expect you would use this new product?

Patient Group A

Patient Group B

■ Percentile 25 ■ Median ■ Mean ■ Percentile 75

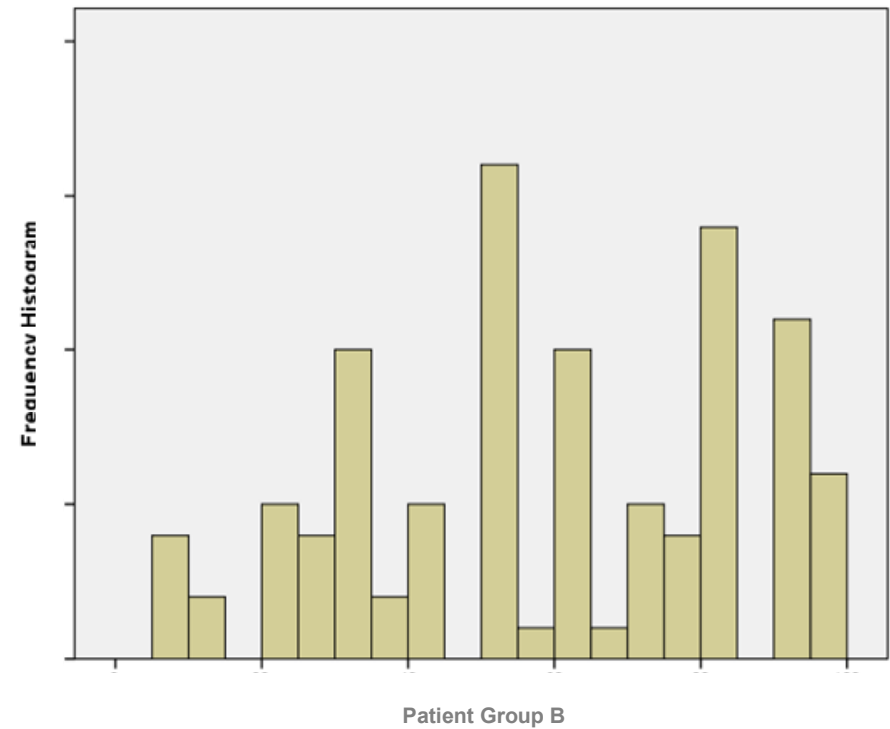
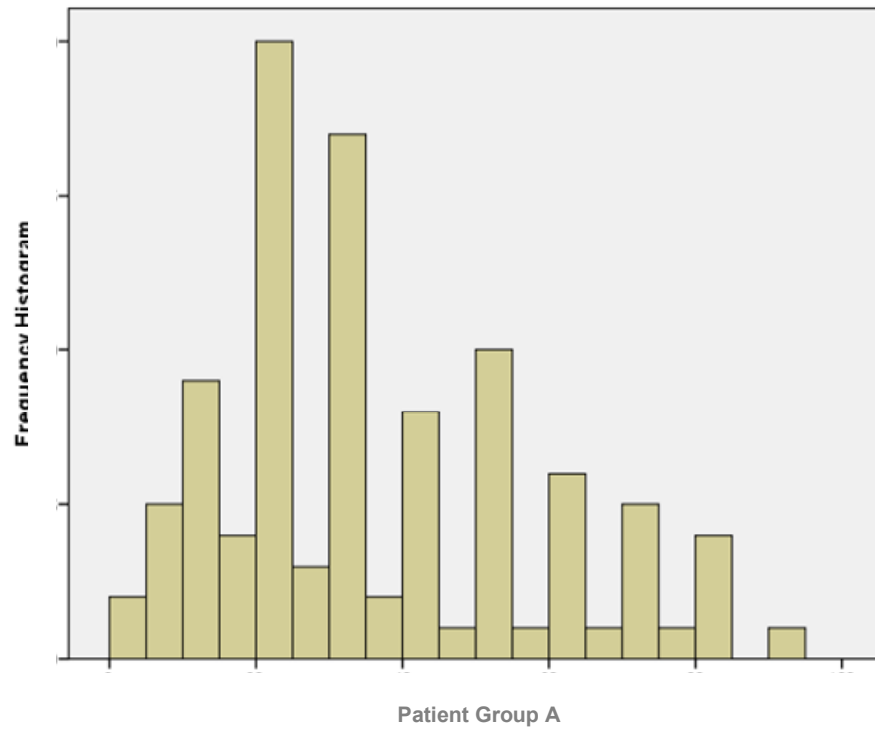
■ Percentile 25 ■ Median ■ Mean ■ Percentile 75



FORECASTED NEW PRODUCT ADOPTION

Patient share (Frequency histogram -- full distribution of responses)

In what percentage of each of the following types of patients do you expect you would use this new product?

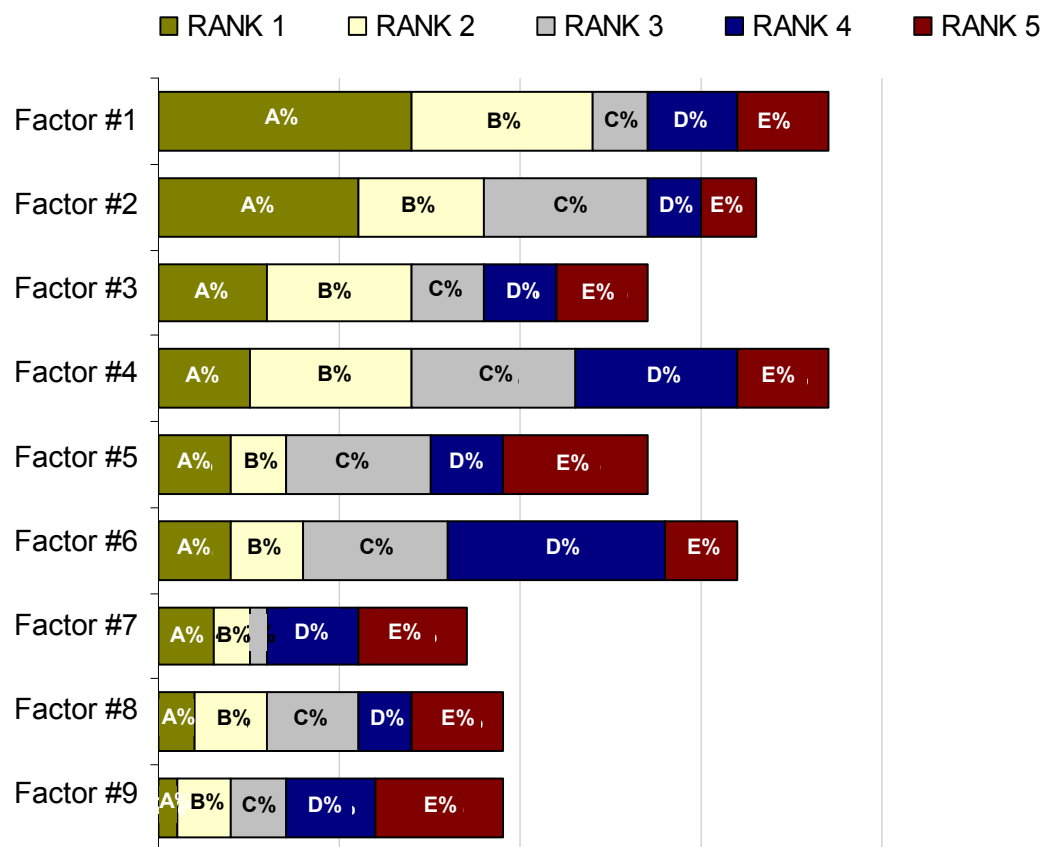


FORECASTED NEW PRODUCT ADOPTION

Key drivers in new product adoption

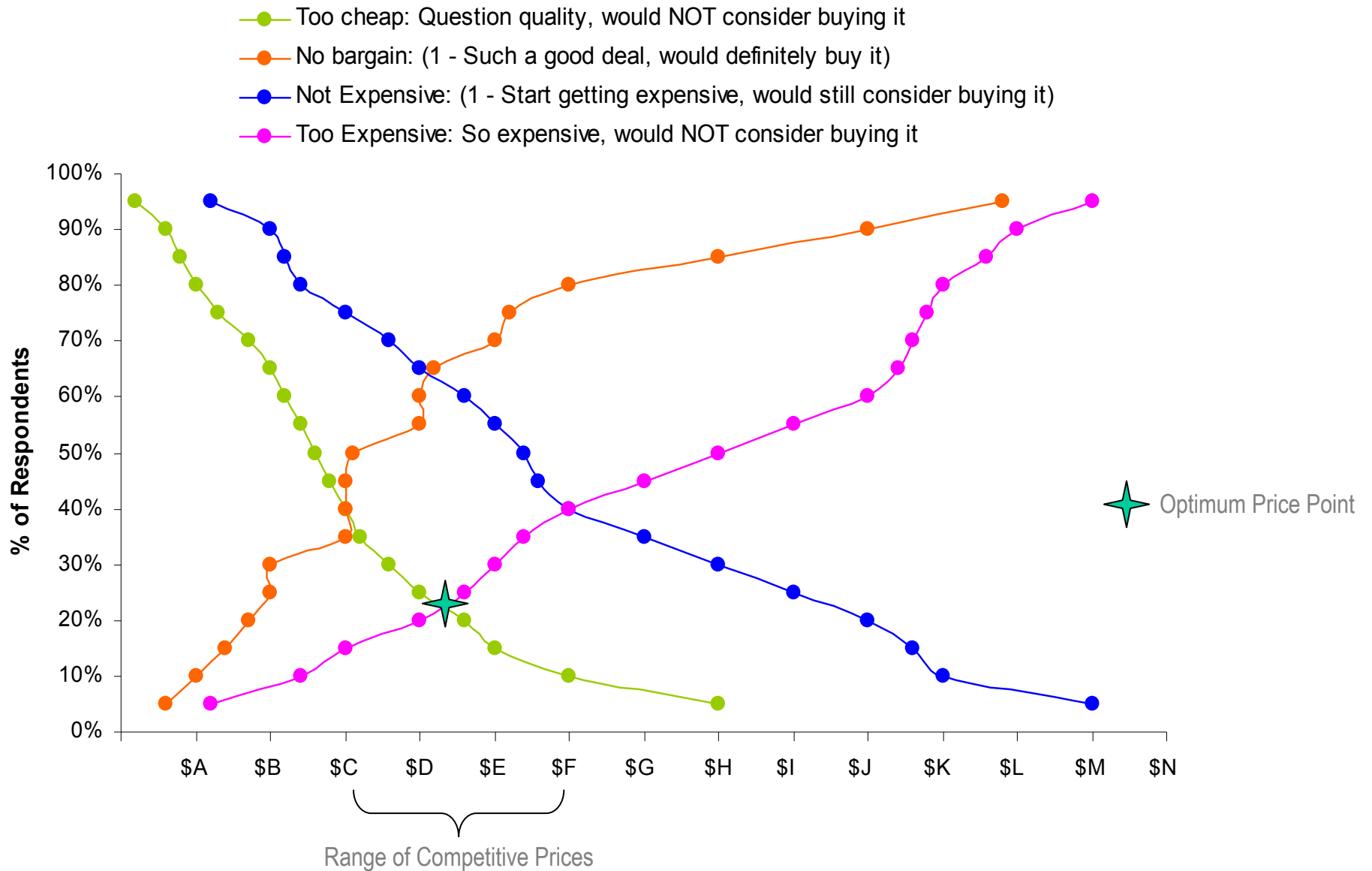
Please rank the most important factors you would consider when deciding to replace your existing therapies with the new product.

Please use a 1 for the most important factor, 2 for the second most important factor, and 3 for the third most important factor, etc.



PATIENT PRICING STUDY

Determine range of competitive prices and optimum price point for a new medical device



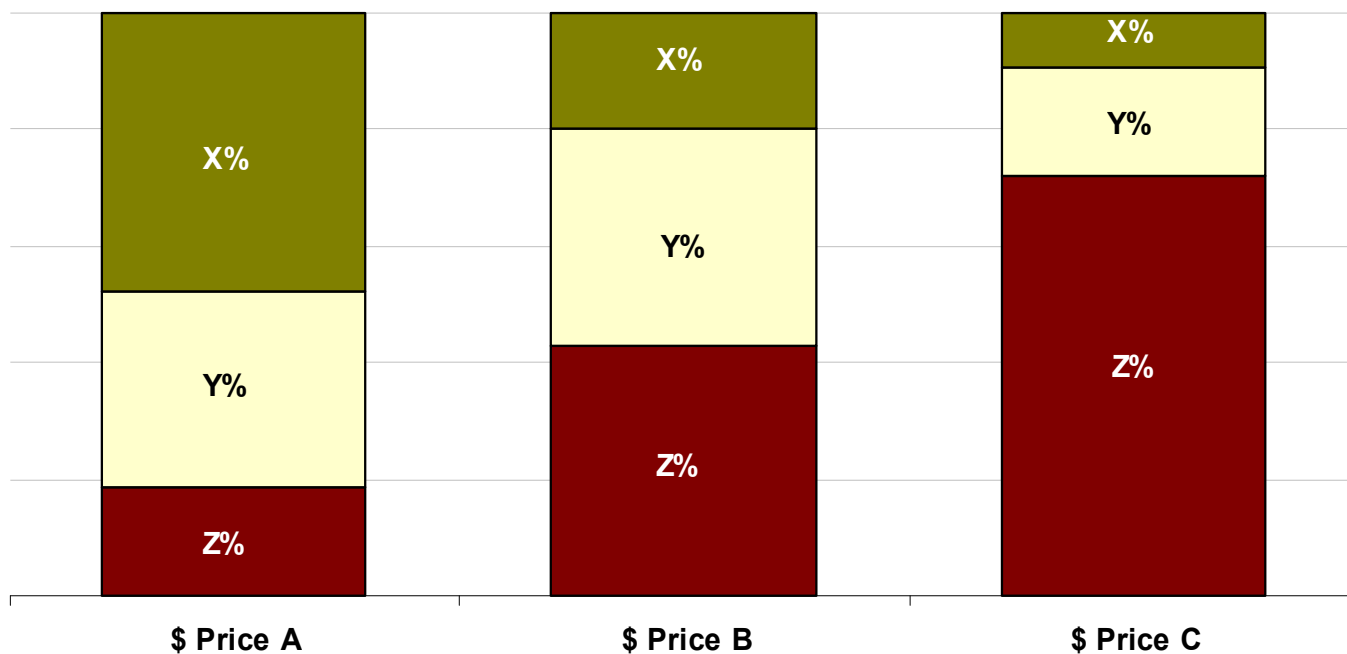
PATIENT PRICING STUDY

Forecast demand for a new medical device at various specific price points

How likely would you be to purchase this new medical device if it were to cost...?

Please use a scale of 1 to 7 where 1 is 'Not at all likely' and 7 is 'Very likely'.

- Very likely (Top 2-Box)
- Somewhat likely (Middle 3-Box)
- Not at all likely (Bottom 2-Box)





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