



MULTIPLE SCLEROSIS - US

OVERVIEW

The multiple sclerosis (MS) market is more dynamic than ever with more than 10 disease-modifying therapies (DMTs) currently available. In addition, evolving attitudes around safety issues and heavy promotion aimed at clinicians and patients has made the competitive environment increasingly complex.

RealTime Dynamix™: Multiple Sclerosis provides a detailed and timely look at current trends in the MS market. The quarterly releases allow for close-quarters monitoring of key performance metrics, focused on industry contact rates, brand gains and losses, key metrics for recently launched products and awareness of products in development. By incorporating these fixed measures with variable content that is refreshed quarterly, **RealTime Dynamix** enables you to react to changes in the MS market and capitalize on opportunities for your brand. The rapid field-to-insight turnaround, highly relevant content and unparalleled knowledge of the MS market makes this an essential tool for companies competing in the space as well as those with near term plans to enter it.

SAMPLE & METHODOLOGY

Each quarter, ~100 US neurologists participate in an online survey. Respondents are recruited from the Spherix Network, a proprietary group of over 700 clinical neurologists who actively manage MS patients. Our collaboration with this network leads to more engaged respondents resulting in higher quality output delivered quickly. Additionally, this gives us the opportunity to easily revisit physicians who respond in a certain manner to help our clients get even more granular insight.

KEY QUESTIONS ANSWERED

- To what degree have the orals started to penetrate first line DMT position?
- How is Lemtrada benefiting from experience of its predecessor, Tysabri?
- How will Zinbryta be adopted into the treatment paradigm?
- How is Glatopa being incorporated into the DMT mix?
- How are patient requests shaping the new DMT landscape?
- Which products is Roche's Ocrevus most likely to displace?

Products Profiled:

- Aubagio, Avonex, Betaseron, Copaxone, Extavia, Gilenya, Glatopa, Lemtrada, Ocrevus, Plegridy, Rebif, Rituxan, Tecfidera, Tysabri, Zinbryta

Publication Dates:

- April 7 (Q1)
- July 19 (Q2)
- September 30 (Q3)
- December 16 (Q4)

Deliverables:

- PowerPoint report
- Frequency Tables & Summary Statistics
- Quarterly Trending
- Proprietary Questions
- On-site presentation

Related Reports:

- **RealTime Dynamix:** Multiple Sclerosis EU
- **RealWorld Dynamix:** DMT Switching in MS (US)