



Multiple Sclerosis (US)

OVERVIEW

The Multiple Sclerosis (MS) market is more dynamic and complex than ever with several disease-modifying therapies (DMTs) currently available and a potential game-changer entry later in the year.

RealTime Dynamix: Multiple Sclerosis allows marketing professionals to keep abreast and react to these market changes and provides critical information that will support their commercial strategies.

The quarterly reports include a detailed and timely look at current trends in the market, key performance metrics, brand gains and losses, key metrics for recently launched products and awareness of products in development. Additionally, an in-depth study of MS patient engagement and its impact in treatment decisions, an analysis of the effectiveness of alternative marketing channels to reach neurologists, and a DMT attribute study are incorporated in specific editions throughout the year.

SAMPLE & METHODOLOGY

This report is based on an online survey of ~100 practicing neurologists. Respondents may only participate in one survey per quarter and are recruited from the Spherix Network, a proprietary group of clinical neurologists in the US. Our collaboration with this network leads to more engaged respondents resulting in higher quality output delivered quickly and frequently.

KEY QUESTIONS ANSWERED

- Which DMTs will feel the greatest impact of Ocrelizumab's launch?
- How are the three Oral Agents delivering on the key attributes neurologists look for?
- With fewer opportunities for personal interactions, what are the best channels for industry to share product information with neurologists?
- What are neurologists' attitudes towards Lemtrada?
- What is the impact of patient education on treatment compliance?
- How are PML concerns affecting Tecfidera and Gilenya?
- How often are patients requesting specific DMT brands and how often are they receiving them?

KEY DATES:

Comments & Proprietary Questions due: 3rd week of May/Aug/Nov

Report Publishes: July/Sept/Dec

Products Profiled:

Commercial Products*:

Bayer (Betaseron), Biogen (Avonex, Plegridy, Tecfidera, Tysabri), EMD Serono (Rebif), Genzyme (Aubagio, Lemtrada), Novartis (Gilenya, Extavia), Sandoz/Momenta (Glatopa**), Teva (Copaxone)

Pipeline Agents:

Active Biotech /Teva (Laquinimod), Biogen/PDL BioPharma/Abbvie (Daclizumab), Roche/Genentech (Ocrelizumab), Genmab/GSK (Ofatumumab), Novartis (Siponimod), Biogen (Anti-LINGO), Receptos (RPC1063)

*Brand names and trademarks of products approved and indicated for Multiple Sclerosis

** Glatopa is only available in USA

Deliverables:

- PowerPoint Deck
- De-identified database in SPSS or Excel
- Up to 10 custom analyses & 10 custom subgroups built into database

Related Reports:

- RealWorld Dynamix: DMT Switching in MS US 2015
- RealWorld Dynamix: DMT Switching in MS EU5 2015
- RealWorld Dynamix: DMT New Starts in MS US 2016
- RealWorld Dynamix: DMT New Starts in MS EU5 2016