



Hyperkalemia (US): Nephrology Perspective

OVERVIEW

The hyperkalemia market underwent sweeping changes with the introduction of Relypsa's Veltassa in the beginning of 2016. Veltassa represented the first new therapy for the treatment of hyperkalemia in over 50 years. In 2017, a new competitor in AstraZeneca/ZS Pharma's ZS-9 may come into play after being delayed by a Complete Response Letter in 2016.

RealTime Dynamix™: Hyperkalemia provides a detailed and timely look at how the hyperkalemia market is evolving with these new therapeutic options. The quarterly updates allow for close-quarters monitoring of key performance metrics, focused on in-dustry contact rates, brand gains and losses, key launch metrics for Veltassa (and later ZS-9) and awareness of products in development. By incorporating fixed measures with variable content that is refreshed monthly, RealTime Dynamix enables you to react to changes in the market and capitalize on opportunities for your brand. The rapid field-to-insight turnaround, highly relevant content and unparalleled knowledge of the hyperkalemia 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 nephrologists participate in an online survey. Respondents may only participate in two surveys per year. Respondents are recruited from the Spherix Network, a proprietary group of over 800 clinical nephrologists. Our collaboration with this network leads to more engaged respondents resulting in higher quality output delivered quickly and frequently. Additionally, this provides an opportunity to easily revisit physicians who respond in a certain manner to get even more granular insight.

KEY QUESTIONS ANSWERED

- What are nephrology trial rates for Veltassa (and later ZS-9)?
- For what patient types is Veltassa/ZS-9 being used? How is it being pre-scribed? How, if at all, are clinicians differentiating between the two? Between Veltassa, ZS-9 and SPS?
- What is the anticipated growth rate for Veltassa/ZS-9?
- What are the barriers to trial, adoption and increased growth of Veltassa/ZS-9?
- What are the perceived advantages and disadvantages of Veltassa/ZS-9?
- What is the comparative promotional voice between Relypsa and ZS Pharma?

DELIVERABLES

- Delivered monthly
- Two proprietary questions per month
- Data-rich PowerPoint slide deck of approximately 50-60 slides

Products Profiled

Commercial Products*:

Veltassa (Relypsa/Vifor Pharma)
Kayexalate, Kionex (Various Manufacturers)

*Brand names and trademarks of respective organizations

Pipeline Agents:

ZS-9 (ZS Pharma, AstraZeneca)
RDX-7675 (Ardelyx)

Key Dates

- Q1 Report, March 10
- Q2 Report, May 31
- Q3 Report, August 31
- Q4 Report, November 30

Related Reports 2017

- RealTime Dynamix: Hyperkalemia
 - Cardiology Perspective
 - Renal Dietitian and NP/PA Perspective
- RealWorld Dynamix: Hyperkalemia US
- RealTime Dynamix: Hyperkalemia EU

Pricing

- \$26,500 single quarterly report
- \$89,500 annual series of four reports