

# 2021 Publication Plan

Spherix Global Insights

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## MARKET DYNAMIX

**Market Dynamix™** is an independent service providing analysis of markets anticipated to experience a paradigm shift within the next three to five years, highlighting market size, current treatment approaches, unmet needs, and expert opinions on the likely disruption introduced by pipeline agents.

**Methodology:** Insights are based on analyses of quantitative data collected from an online survey of specialists, patients, and leading KOLs recruited from the Spherix Network, as well as qualitative interviews conducted with a subset of survey respondents and select KOLs.

### Sample Size and Frequency:

- Annual report (n=100-200 physicians, n=25-50 patients)
- Qualitative interviews (n=6-8 physicians, n=1-2 KOLs)

## REALTIME DYNAMIX

**RealTime Dynamix™** is an independent service providing strategic guidance through quarterly or semiannual reports, which include market trending and a fresh infusion of event-driven and variable content with each wave. The reports provide an unbiased view of the competitive landscape within rapidly evolving specialty markets, fueled by robust HCP primary research and our in-house team of experts.

**Methodology:** Insights are based on data collected from an online survey of respondents recruited from the Spherix Network, a proprietary group of specialty physicians in clinical practice meeting quality screening criteria.

### Sample Size and Frequency

- US: quarterly report (n=100-200 respondents)
- EU5: semiannual report (n=250 respondents)
- Canada: semiannual report (n=50 respondents)

## LAUNCH DYNAMIX

**Launch Dynamix™** is an independent service providing a monthly benchmarking of newly launched products for the first eighteen months of commercial availability, augmented by a quarterly deep dive into patient types initiated, brand perceptions, promotional activity, and drivers and barriers to uptake.

**Methodology:** Insights are based on analyses of quantitative data collected from an online survey of physicians "in the trenches" recruited from the Spherix Network, as well as qualitative interviews conducted with a subset of survey respondents.

### Sample Size and Frequency:

- Monthly KPI dashboard (n=75 physicians)
- Quarterly report (n=75 physicians)
- Quarterly qualitative interviews (n=8 physicians)

## REALWORLD DYNAMIX

**RealWorld Dynamix™** is an independent, data-driven service unveiling real patient management patterns through rigorous analysis of large-scale patient chart audits. Insights reveal the "why" behind treatment decisions, include year over year trending to quantify key aspects of market evolution, and integrate specialists' attitudinal & demographic data to highlight differences between stated and actual treatment patterns.

**Methodology:** Insights are based on patient level data gathered through collaboration with specialty physicians who provide details on clinical and non-clinical patient demographics, along with their rationale for treatment choices.

### Sample Size and Frequency

- US: annual patient chart audit (n=1,000 charts, n=200 physicians)
- EU5: annual patient chart audit (n=1,250 charts, n=250 physicians)

## SPECIAL TOPIX

**Special Topix™** is an independent service that includes access to a report or series of reports based on current events or topics of interest in specialty markets covered by Spherix.

**Methodology:** Insights are based on data collected from an online survey of respondents recruited from the Spherix Network, a proprietary group of specialty physicians in clinical practice meeting quality screening criteria.

### Sample Size and Frequency:

- Report cadence and deliverable depend upon current event/topic being evaluated



## Atopic Dermatitis

### REALTIME DYNAMIX

- *Atopic Dermatitis (US)*
- *Atopic Dermatitis (EU)*

### REALWORLD DYNAMIX

- *Moderate to Severe Atopic Dermatitis (US)*
- *Moderate to Severe Atopic Dermatitis (EU)*

### LAUNCH DYNAMIX

- *Abrocitinib (Pfizer) in Atopic Dermatitis (US)\**
- *Olumiant (Lilly) in Atopic Dermatitis (US)\**
- *Rinvoq (AbbVie) in Atopic Dermatitis (US)\**
- *Ruxolitinib (Incyte) in Atopic Dermatitis (US)\**
- *Tralokinumab (LEO) in Atopic Dermatitis (US)\**

## Plaque Psoriasis

### REALTIME DYNAMIX

- *Plaque Psoriasis (US)*
- *Plaque Psoriasis (EU)*

### REALWORLD DYNAMIX

- *Biologic/Small Molecule New Starts in Psoriasis (US)*
- *Biologic/Small Molecule Switching in Psoriasis (US)*
- *Biologic/Small Molecule Switching in Psoriasis (EU)*
- *Biologic/Small Molecule Switching in PsA - Dermatology Perspective (US)*

### LAUNCH DYNAMIX

- *Bimekizumab (UCB) in Psoriasis (US)\**

## Emerging Dermatology

### MARKET DYNAMIX

- *Alopecia Areata (US)*
- *Chronic Spontaneous Urticaria (US)*
- *Hidradenitis Suppurativa (US)*
- *Prurigo Nodularis (US)*

## Other Services

### SPECIAL TOPIX

- *Multi-Specialty Impact of COVID-19 - Dermatology (US)*



## Inflammatory Bowel Disease

### REALTIME DYNAMIX

- *Crohn's Disease (US)*
- *Crohn's Disease (EU)*
- *Ulcerative Colitis (US)*
- *Ulcerative Colitis (EU)*

### REALWORLD DYNAMIX

- *Biologic/Small Molecule New Starts in IBD (US)*
- *Biologic/Small Molecule Switching in IBD (US)*
- *Biologic/Small Molecule Switching in IBD (EU)*

### LAUNCH DYNAMIX

- *Stelara (Janssen) in Ulcerative Colitis (US)*
- *Zeposia (BMS) in Ulcerative Colitis (US)*

### SPECIAL TOPIX

- *Pre-Advanced Systemic Therapies in IBD (US)*

## Emerging Gastroenterology

### MARKET DYNAMIX

- *Celiac Disease (US)*
- *Eosinophilic Esophagitis (US)*
- *Non-Alcoholic Steatohepatitis (US)*

## Other Services

### SPECIAL TOPIX

- *Multi-Specialty Impact of COVID-19 - Gastroenterology (US)*
- *The Business of Gastroenterology (US)*



## Kidney Disease

### REALTIME DYNAMIX

- *Chronic Kidney Disease (US) - Diabetic Kidney Disease, Hyperkalemia, Hypertension, and Metabolic Acidosis*

### REALWORLD DYNAMIX

- *Chronic Kidney Disease, Non-Dialysis (US)*
- *Chronic Kidney Disease, Non-Dialysis - PCP Perspective (US)*
- *Dialysis (US)*
- *Incident Dialysis (US)*

### MARKET DYNAMIX

- *Uremic Pruritus (US)*

### LAUNCH DYNAMIX

- *Kerendia (Bayer) in Diabetic Kidney Disease (US)*

## Renal Anemia

### REALTIME DYNAMIX

- *Renal Anemia (US)*

### REALWORLD DYNAMIX

- *Renal Anemia in CKD Non-Dialysis (US)*
- *Renal Anemia in Dialysis (US)*
- *Renal Anemia in Incident Dialysis (US)*

### LAUNCH DYNAMIX

- *Roxadustat (FibroGen/AstraZeneca/Astellas) in Anemia (US)\**
- *Vadadustat (Akebia/Otsuka) in Anemia (US)\**

## Bone and Mineral Metabolism

### REALTIME DYNAMIX

- *Bone and Mineral Metabolism (US)*
- *Renal Dietitians (US)*

### REALWORLD DYNAMIX

- *Bone and Mineral Metabolism Disorders in CKD Non-Dialysis (US)*
- *Bone and Mineral Metabolism Disorders in Dialysis (US)*
- *Bone and Mineral Metabolism Disorders in Incident Dialysis (US)*

### LAUNCH DYNAMIX

- *Tenapanor (Ardelyx) in Hyperphosphatemia (US)\**

## Glomerular Diseases

### REALWORLD DYNAMIX

- *Alport Syndrome (US)*
- *Focal Segmental Glomerulosclerosis (US)*
- *IgA Nephropathy (US)*

### MARKET DYNAMIX

- *Focal Segmental Glomerulosclerosis (US)*
- *Focal Segmental Glomerulosclerosis (EU)*
- *IgA Nephropathy (US)*
- *IgA Nephropathy (EU)*
- *Membranous Nephropathy (US)*
- *Membranous Nephropathy (EU)*
- *Alport Syndrome (EU)*

## Lupus Nephritis

### REALWORLD DYNAMIX

- *Lupus Nephritis (US)*

### MARKET DYNAMIX

- *Lupus Nephritis (US)*

### LAUNCH DYNAMIX

- *Benlysta (GSK) and Lupkynis (Aurinia) in Lupus Nephritis (US)*

## Polycystic Kidney Disease

### REALTIME DYNAMIX

- *Polycystic Kidney Disease (US)*

### REALWORLD DYNAMIX

- *Polycystic Kidney Disease (US)*

### LAUNCH DYNAMIX

- *Venglustat (Sanofi) Polycystic Kidney Disease (US)\**

## Other Services

### SPECIAL TOPIX

- *Renal Pipeline Tracker*
- *Feedback from ASN Virtual Kidney Week Conference 2021 (US)*
- *Multi-Specialty Impact of COVID-19 - Nephrology (US)*



## Migraine

### REALTIME DYNAMIX

- *Migraine - Specialist Perspective (US)*
- *Migraine - PCP Perspective (US)*

### REALWORLD DYNAMIX

- *Acute Treatment Switching in Migraine (US)*
- *Preventive Treatment Switching in Migraine (US)*

### LAUNCH DYNAMIX

- *Atogepant (Allergan/AbbVie) in Migraine (US)\**
- *Nurtec ODT (Biohaven) for Prevention in Migraine (US)*

## Multiple Sclerosis

### REALTIME DYNAMIX

- *Multiple Sclerosis (US)*
- *Multiple Sclerosis (EU)*
- *Multiple Sclerosis (Canada)*

### REALWORLD DYNAMIX

- *DMT New Starts in Multiple Sclerosis (US)*
- *DMT Switching in Multiple Sclerosis (US)*
- *DMT Switching in Multiple Sclerosis (EU)*
- *Progressive Forms of Multiple Sclerosis (US)*

### LAUNCH DYNAMIX

- *Kesimpta (Novartis) in Multiple Sclerosis (US)*
- *Ponvory (Janssen) in Multiple Sclerosis (US)*
- *Zeposia (BMS) in Multiple Sclerosis (US)*

## Emerging Neurology

### MARKET DYNAMIX

- *Amyotrophic Lateral Sclerosis (US)*
- *Alzheimer's Disease (US)*
- *Narcolepsy (US)*

### LAUNCH DYNAMIX

- *Aduhelm (Biogen) in Alzheimer's Disease (US)*

## Other Services

### SPECIAL TOPIX

- *Multi-Specialty Impact of COVID-19 - Neurology (US)*
- *MS Market Landscape (US)*
- *Ocrevus in MS - Evolution of a Blockbuster (US)*



## Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis

### REALTIME DYNAMIX

- *Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis (US)*
- *Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis (EU)*

### LAUNCH DYNAMIX

- *IL-17 Inhibitors in nr-axSpA (US) - Cosentyx (Novartis), Taltz (Eli Lilly)*
- *Rinvoq (AbbVie) in Ankylosing Spondylitis (US)\**
- *Xeljanz (Pfizer) in Ankylosing Spondylitis (US)\**

## Psoriatic Arthritis

### REALTIME DYNAMIX

- *Psoriatic Arthritis (US)*
- *Psoriatic Arthritis (EU)*

### REALWORLD DYNAMIX

- *Biologic/Small Molecule Switching in Psoriatic Arthritis (US)*
- *Biologic/Small Molecule Switching in PsA - Dermatology Perspective (US)*

### LAUNCH DYNAMIX

- *Tremfya (Janssen) in Psoriatic Arthritis (US)*
- *Rinvoq (AbbVie) in Psoriatic Arthritis (US)\**
- *Skyrizi (AbbVie) in Psoriatic Arthritis (US)\**

## Rheumatoid Arthritis

### REALTIME DYNAMIX

- *Rheumatoid Arthritis (US)*
- *Rheumatoid Arthritis (EU)*

### REALWORLD DYNAMIX

- *Biologic/Small Molecule Switching in Rheumatoid Arthritis (US)*
- *Biologic/Small Molecule Switching in Rheumatoid Arthritis (EU)*



# Lupus

## REALWORLD DYNAMIX

- *Lupus Nephritis (US)*
- *Systemic Lupus Erythematosus (US)*

## MARKET DYNAMIX

- *Lupus Nephritis (US)*
- *Systemic Lupus Erythematosus (US)*

## LAUNCH DYNAMIX

- *Anifrolumab (AstraZeneca) in Systemic Lupus Erythematosus (US)\**
- *Benlysta (GSK) and Lupkynis (Aurinia) in Lupus Nephritis (US)*

# Emerging Rheumatology

## MARKET DYNAMIX

- *Giant Cell Arteritis (US)*
- *Sjögren's Syndrome (US)*

# Other Services

## SPECIAL TOPIX

- *Feedback from ACR Conference 2021*
- *Multi-Specialty Impact of COVID-19 - Rheumatology (US)*

**Spherix Global Insights** is a hyper-focused market intelligence firm that leverages our own independent data and expertise to provide strategic guidance, so biopharma stakeholders make decisions with confidence. We specialize in select immunology, nephrology, and neurology markets where we have unparalleled clinical understanding, strategic marketing experience, and collaboration with our KOL advisory boards to ensure we are on the cutting edge.

The essence of engaging with Spherix is leveraging the data behind our syndicated reports with our market expertise to customize unique key findings for each client. We accomplish this through both proprietary questions and supplemental analysis, all of which are included in the base price.

*Invest in Intelligence that Delivers*

For more information and pricing on our services, contact us at 484.879.4284 or [info@spherixglobalinsights.com](mailto:info@spherixglobalinsights.com)  
Visit our website at [www.spherixglobalinsights.com](http://www.spherixglobalinsights.com)

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