

2022 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=2-3 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



Neovascular Age-Related Macular Degeneration

- MARKET DYNAMIX** • *Neovascular Age-Related Macular Degeneration (US)*
- LAUNCH DYNAMIX** • *Faricimab (Genentech) in Age-Related Macular Degeneration (US)**
- REALWORLD DYNAMIX** • *Treatment Switching in Neovascular Age-Related Macular Degeneration (US)*
- SPECIAL TOPIX** • *Market Entry of Susvimo (Genentech) - Port Delivery System in Neovascular Age-Related Macular Degeneration (US)*

Diabetic Macular Edema

- MARKET DYNAMIX** • *Diabetic Macular Edema (US)*
- LAUNCH DYNAMIX** • *Beovu (Novartis) in Diabetic Macular Edema (US)**
• *Faricimab (Genentech) in Diabetic Macular Edema (US)**
- REALWORLD DYNAMIX** • *Treatment Switching in Diabetic Macular Edema (US)*

Diabetic Retinopathy

- MARKET DYNAMIX** • *Diabetic Retinopathy (US)*
- LAUNCH DYNAMIX** • *Faricimab (Genentech) in Diabetic Retinopathy (US)**
- REALWORLD DYNAMIX** • *Treatment Switching in Diabetic Retinopathy (US)*

**Pending approvals and launch*

Note: Services may change due to factors such as FDA approval status and other market events

Emerging Ophthalmology

MARKET DYNAMIX

- *Dry Age-Related Macular Degeneration / Geographic Atrophy (US)*

Other Services

LAUNCH DYNAMIX

- *Byooviz (Samsung Bioepis and Biogen) Ranibizumab Biosimilar (US)*
- *FYB201 (Coherus BioSciences) Ranibizumab Biosimilar (US)**

SPECIAL TOPIX

- *Ophthalmology Biosimilars Today and Tomorrow (US)*

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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
Visit our website at www.spherixglobalinsights.com

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