

Therapy Trends: Rheumatoid Arthritis -- KOL Insight Module

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Abstracts

Therapy Trends KOL Insight: Rheumatoid Arthritis analyses the current and predicted key issues, clinical advances and late-stage pipeline products in the international and US RA markets. KOL Insight gives you qualitative, inside information from exclusive FirstWord interviews with 12 key opinion leaders (KOLs) in Europe and the US through the following:

KOL Insight Report — an in-depth analytical report on RA treatment trends

Full report updates — issued to you after each major RA market event

Event Bulletins — the latest KOL views in response to each event

Key Report Features

Assessment of leading Rheumatoid Arthritis market brands

Analysis of late-stage pipeline therapies

Predicted market growth in the US and key market regions

Unmet clinical needs in Rheumatoid Arthritis

Main factors likely to affect market share of RA drugs in major markets

The impact of new product entrants and modes of action

Predicted KOL treatment trends and market leaders

Ongoing FirstWord RA clinical and market updates

Event Bulletins

Additionally, Therapy Trends offers you on-going KOL Event Bulletins during the next 12 months. These will cover the latest KOL views on the impact of major RA market events, such as new clinical study results, product approvals and drug withdrawals. FirstWord will deliver these bulletins to you within days of a significant news event.

KOL Insight Benefits

Recognise the key unmet needs of each disease market

Identify the challenges facing future disease management

Learn about specific disease products by class and sub-class

Review predicted prescribing trends

Learn about late-stage pipeline products

Identify current treatment prescribing practices and future treatment algorithms

Key Quotes

“Rheumatoid arthritis is a crowded market place. Manufacturers see themselves taking over 20 percent of the marketplace, and I think that’s probably unrealistic. I see more of a gradual uptake in three to five years, unless something emerges that’s very unique in the literature.” US Key Opinion Leader

“There are too few trials in very early rheumatoid arthritis or with induction therapy, where you start with the most aggressive therapy and then withdraw medication; I think this will be a trend in the future.” European Key Opinion Leader

“Oral dosing is going to have an advantage for certain group of patients but not as much as you might think. In general, once patients with rheumatoid arthritis learn about the disease and the paradigms of treatment, many recognise that injection or infusion therapy is pretty routine.” US Key Opinion Leader

“The key challenge is finding out how to use the new and existing rheumatoid treatments in the best possible combinations and in the optimal sequence.” European Key Opinion Leader

“With the emergence of these new agents, clinical decision making will be down to physician experience and patient preference.” US Key Opinion Leader

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Simponi (golimumab; Janssen Biotech/Johnson & Johnson/Merck & Co./Mitsubishi Tanabe) treatment trends

Cimzia (certolizumab; UCB) treatment trends

Other biologic therapies

Orencia (abatacept) treatment trends

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FIRSTWORD RHEUMATOID ARTHRITIS NEWS ANALYSIS

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