

# Therapy Trends: Rheumatoid Arthritis -- KOL Insight and Consensus Outlook Modules

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## Abstracts

### What the future holds

Over the next few years, the global Rheumatoid Arthritis (RA) market is expected to grow from \$16.5 billion in 2011 to \$23.4 billion in 2016. This expansion of the market will be driven by continued use of existing RA products and introduction of pipeline therapies with less invasive modes of administration. So what are the key factors impacting the current and future changes? And is there room for your product in this crowded arena?

### The next five years

Gain instant access to an accurate, unbiased, qualitative review of the latest treatment trends, and five-year quantitative RA market forecast with FirstWord's Therapy Trends: Rheumatoid Arthritis. This comprehensive FirstWord research is available to you in two modules: KOL Insight and Consensus Outlook.

In addition, both Therapy Trends modules provide you with 'live' updates on the potential impact of the latest key market RA events over the next 12 months. You'll receive these directly, within days of each event's occurrence.

### KOL Insight

#### KOL Insight Report

A concise, qualitative KOL analysis of the current and predicted treatment trends, clinical products and commercial changes in the global RA market

Compare the market's key players, algorithms, late-stage pipeline drugs, product positioning, and new modes of action

## Event Bulletins

Access the latest KOL views about possible changes in RA treatment trends, in response to each major RA market event

## Consensus Outlook

### **Consensus Report**

An in-depth 5-year Consensus Outlook report of predicted quantitative changes in key RA market forecast parameters

Chart RA market size, product sales, market share by company, competitive status and detailed market forecasts

### **Analytics File**

Review an interactive Excel market analytics module of detailed market and product sales data from 2006 to 2016

KOL Insight: Rheumatoid Arthritis module is compiled from exclusive interviews with 12 leading Rheumatoid Arthritis KOLs from the US and Europe

Consensus Outlook: Rheumatoid Arthritis module presents you with a data analysis module, annual historical and forecast product-level sales data from an average of leading equity analysts' projections

### **Your Critical Questions Answered**

Which key factors are driving RA drugs up the treatment algorithm?

- How are biologics (Orencia, Rituxan, Actemra) affecting the market?
- Could new anti-TNFs (Cimzia, Simponi) threaten first-line Humira?
- How do late-stage pipeline products compare with existing brands?
- What are the unmet clinical needs for RA physicians and patients?
- What strategies are companies using to position new RA agents?
- What are the strengths and flaws of oral, IV and SC arthritis agents?
- How could biosimilars erode current anti-TNF market shares?
- What are the market share forecasts by class and company?
- What will be the key future events that will impact future sales revenue?
- What and when will be the positive and negative events that will impact the market? How will future dynamics in the RA armamentarium unfold compared to historical trends?

## **KOL Insight Benefits**

- Assess predicted RA market changes
- Evaluate first to fourth-line RA drugs
- Review the threat of biologics and biosimilars
- Analyse expected prescribing trends
- Learn about late-stage pipeline products
- Compare new SC, IV and oral RA drugs
- Track KOL views for the next 12 months

## **Consensus Outlook Benefits**

- Evaluate future sales forecasts
- Map your market parameters
- Chart your commercial prospects
- Review predicted market growth
- Assess market share by company
- Compare your competition
- Stay ahead with market data updates

## **Informing users in:**

- Business development
- New product planning
- Strategic brand planning
- Market research
- Forecasting and market analytics
- Medical affairs
- Clinical trials
- Relationship management
- Marketing
- Sales

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