

# Therapy Trends: Alzheimer's Disease - Breaking New Ground in Disease Modification

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## Abstracts

An incisive, dynamic analytical report that uses insight from the most influential key opinion leaders (KOLs) in Alzheimer's disease (AD) to map the current treatment landscape and identify future trends.

Alzheimer's Disease: Breaking new ground in disease modification

By the end of 2012, the Alzheimer's disease market will reach a pivotal stage with the expected release of Phase III results of disease-modifying therapies, and new research into biomarkers to aid early AD diagnosis. If positive, these results will represent a ground-breaking milestone in AD treatment. Recent trends in the AD market also represent a clear shift in researchers' approaches to detecting, treating and preventing AD.

'Therapy Trends: Alzheimer's Disease' is compiled from exclusive, in-depth interviews with the world's leading KOLs in AD. It identifies and analyses the major factors, advances and trends currently influencing the AD treatment landscape. The report focuses on late-stage pipeline products, and how these could modify future AD management

## Scope

Drive your strategic decision-making with inside intelligence

'Therapy Trends: Alzheimer's Disease' disseminates the critical opinions of KOLs, giving you greater insight to the latest AD market advances. This information includes:

The most relevant factors driving the global AD market, allowing you to start planning your business strategies without delay

First-hand feedback from the most influential AD KOLs, giving you the strategic head-start you need for informed market decision-making

KOL consensus on the future AD treatment algorithm helping you identify the clinical evidence and potential use of new AD therapies

KOL opinions on unmet needs and industry challenges allowing you to recognise and capitalise on possible commercial AD opportunities

On-going AD report updates for 12 months providing you with fast KOL feedback on the significance of industry events within days of their occurrence.

## Highlights

### Critical questions answered

FirstWord selected the KOLs for this Therapy Trends report based on their level of engagement and influence within the AD pharmaceutical industry, and their scientific standing. Our unique KOL scoring system identifies those thought-leaders with the greatest insight into how AD clinical research will shape the future market.

These KOLs provided answers to some critical questions regarding the global AD market:

What are the current unmet needs and major challenges in AD treatment?

What is the most promising late-stage pipeline therapy in disease-modifying development?

Which existing first-line therapies for AD face generic erosion in the near future?

Where could Johnson & Johnson's bapineuzumab and Eli Lilly's solanezumab be positioned in the AD market?

How could solanezumab's different mechanism of action affect its use in AD?

In what ways could brain imaging and biomarkers improve future AD disease management?

How promising do KOLs think Baxter's Gammagrad could be as a disease-modifying AD drug?

When should potential disease-modifying drugs be started in AD patients?

How do KOLs think pricing and safety will shape the uptake of new AD treatments?

What clinical research trends do KOLs predict for future AD therapies?

## **The deliverables**

FirstWord's 'Therapy Trends: Alzheimer's Disease' is delivered to you in two complementary formats:

**Therapy Trends Intelligence Report:** a concise, in-depth market intelligence research report that examines current and late-stage pipeline products. It identifies future trends in the clinical treatment and diagnosis of AD, and assesses the commercial impact on the AD market landscape.

**Therapy Trends Impact Assessments:** dynamic analyst briefings that evaluate the impact of events in the AD pharmaceutical market over the next 12 months. These updates will be delivered to you within days of a significant event happening.

## **Key Benefits**

Understand the current trends driving and shaping global drug markets

Analyse the commercial and clinical potential of major pipeline therapies

Develop your strategies and resources based on KOL insight

Identify the unmet needs and opportunities for disease management

Evaluate the performance of companies with the most robust new product pipelines

Recognise the key factors KOLs predict will drive future treatment trends.

**For users with responsibilities in:**

Business Development

New Product Planning

Market Research

Strategic brand planning

Forecasting and marketing professionals

Medical Affairs

Clinical Trials

Relationship Management

**Informed Intelligence:**

Exclusive feedback from KOL panels involving leading global experts in the treatment and diagnosis of major medical conditions

Consensus ratings of therapeutic developments and events compiled from a collaborative online resource of more than 535,000 vetted physicians

Live dispatches and critical industry information from a network of correspondents who attend over 125 medical conferences each year

Over 2,000 peer-reviewed medical journals

Over 450 pharmaceutical news sources.



## Contents

### **EXECUTIVE SUMMARY**

### **INTRODUCTION**

### **METHODOLOGY**

### **CURRENT ALZHEIMER'S DISEASE MARKETPLACE**

Current treatment landscape

Reimbursement of key Alzheimer's disease brands

Current therapies

Aricept (donepezil; Eisai/Pfizer) trends

Exelon (rivastigmine; Novartis) trends

Razadyne (galantamine; Johnson & Johnson/Shire) trends

Namenda/Ebixa (memantine; Forest/Merz/Lundbeck) trends

Current treatment algorithm

Unmet needs in Alzheimer's disease

Late-stage disease-modifying therapies primarily target beta-amyloid

Bapineuzumab (Johnson & Johnson/Pfizer) trends

Solanezumab (LY2062430, Eli Lilly) trends

Gammagard (immune globulin IV [human], Baxter) trends

Future prescribing trends

### **FUTURE DEVELOPMENTS IN ALZHEIMER'S DISEASE**

Clear definition of disease-modifying is required

Improved understanding of underlying disease etiology

Targets beyond beta-amyloid

Gene therapy as a treatment option

Enrolment of trials will be more important for success

Identification of patients earlier in disease course for intervention

Development of biomarkers will aid diagnosis and treatment

### **FIRSTWORD ALZHEIMER'S DISEASE NEWS ANALYSIS**

Positive Alzheimer's disease key news events

Negative Alzheimer's disease key news events

## **APPENDIX 1**

KOL biographies

## **APPENDIX 2**

Alzheimer's disease news article links

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