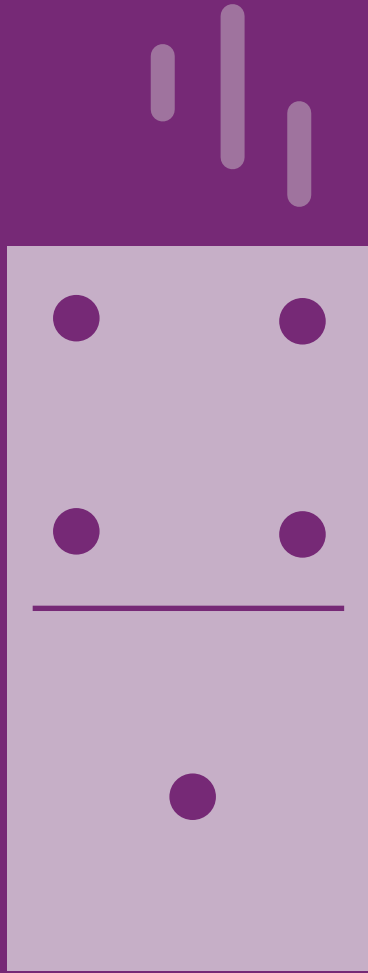




THE UNIQUE OPPORTUNITY OF BIOSIMILARS

Opportunities, risks and the road to success





BIOSIMILARS

THE IMPACT OF BIOSIMILARS

It Depends on Your Point of View

Biosimilars could be one of the most disruptive forces to hit the pharmaceutical industry in decades. But how they will impact your business — and what you need to know — depends on where you stand in the marketplace.

If your company is developing biosimilars, you need to understand the market environment, the market potential, and what physicians and payers think. If your company has no plans to move into the biosimilars space, you need to know how biosimilars might impact your top line, your

bottom line and your pipeline — and what you can do to avoid negative consequences.

DRG's Biosimilars Insights takes a close look at this potentially lucrative market as well as the disruptive effects biosimilars could have on the pharmaceutical industry.



COMPANIES



DRUGS



DEVICES



DISEASES

ROADMAP TO BIOSIMILAR SUCCESS

*Start with Robust Primary Market
Research You Can Trust*

DRG has been tracking physician and payer attitudes toward biosimilars since 2006.

We are uniquely positioned to assess how perceptions are shifting over time through our annual surveys and interviews. Our robust sample sizes of **540 physicians** and **70 payers** allows you to gain meaningful, accurate information and actionable insights.



Stay on Course with Strategic Secondary Market Research

The DRG analyst team is embedded in biosimilars research, enabling us to quickly identify and interpret the nuances of changes to regulations, guidance, and market access policies. Our ongoing assessment of the rapidly evolving biosimilars pipeline coupled with a deep understanding of the regulatory process allows us to provide frequent launch-date predictions for the major markets.



Get an Expert's Opinion

What are the implications of recent events in the world of biosimilars? To keep you informed, we frequently make analyst briefings available for you to download or watch online. Live webinars associated with each module of primary market research are also available, where DRG analysts take you through the key findings from physician and payer research and answer your questions.



Keep an Eye on Market Size

Your DRG Biosimilars Insights subscription includes an interactive, 10-year market forecast for over 30 biologics. The reference brand forecasts included are built by DRG's Disease Insights team. Patient share erosion from biosimilars and pricing assumptions are formulated by DRG's Biosimilars Insights team based on extensive primary and secondary research.

IS IT TIME TO GET IN OR DEFEND?

Whether your interest is capturing or protecting market share, DRG's Biosimilars Insights will help you evaluate:

- 1 How physician attitudes toward biosimilars are evolving
- 2 The current and future size of the biosimilars market for more than 30 reference brands
- 3 How payers will influence the use of biosimilars
- 4 The implications of regulatory policies related to biosimilars
- 5 The global biosimilar pipeline and launch timing in major markets
- 6 Competitive intelligence on biosimilar and reference-brand corporate strategies

LAUNCH TRACKING

This special add-on for DRG Biosimilars Insights subscribers tracks the initial launch phase of key biosimilars through physician survey analysis and secondary research, enabling you to:



GAUGE UNAIDED AWARENESS OF THE NEW PRODUCT AND LEVEL OF SATISFACTION



ASSESS PHYSICIAN-REPORTED PATIENT SHARE AND TYPE OF PATIENTS SELECTED FOR TREATMENT



FIND OUT WHICH FACTORS ARE DRIVING OR LIMITING USE



COMPARE THE LEVEL OF PROMOTIONAL ACTIVITY WITHIN THE PRODUCT CLASS AND THE MESSAGES RECALLED BY PHYSICIANS



TRACK HOW PAYERS RESPOND TO THE BIOSIMILAR LAUNCH THROUGH INSIGHTS FROM INTERVIEWS OR FORMULARY ANALYSIS

ASK DRG INSIGHTS PLATFORM: LAUNCHING MID-2016



Simple, modular and dynamic — allowing you to select a custom package of research, data and analysis.

KEY FEATURES INCLUDE:

- Google-like search functionality
- Complete customization to answer your key business questions
- Streamlined delivery of our best-in-class content in one location

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