

Hospital Insight Series

Analyzing Hospital Prescribing Patterns and Receptivity to Emerging Agents

Arlington Medical Resources (AMR) and Decision Resources' new **Hospital Insight Series** reports analyze hospital antibiotic prescribing patterns using AMR's comprehensive and highly detailed clinical data in conjunction with Decision Resources' disease area knowledge, primary research and extensive understanding of emerging therapies and forecasts. These reports examine the reasons behind physicians' product preferences, factors driving hospital antibiotic prescribing patterns and receptivity to emerging antibiotics.

Who should buy these reports and why?

Pharmaceutical companies with products on the market that need answers to questions such as:

- What are the reasons physicians prefer/do not prefer my product for nosocomial pneumonia, skin and structure infections and other hospital-treated infections?
- What factors do physicians believe would increase use of my product?
- Who are my most important customers (prescribers) and in which specialties am I gaining/losing usage?
- How is my product being used compared to competitors' products?
- What kind of impact will emerging antibiotics have on my product?

Pharmaceutical companies with products in late-stage development that need answers to questions such as:

- What are the main drivers of prescribing in nosocomial pneumonia, skin and structure infections and other hospital-treated infections?
- What do physicians value the most in a new antibiotic?
- What share can my product capture and which antibiotics/combinations do physicians believe my product will replace?
- How are my competitors' products being used and who prescribes them?

Features and Benefits

- Decision Resources' area knowledge, primary research and extensive understanding of emerging therapies and forecasts complements a detailed analysis of AMR's hospital audit data to produce one-of-a-kind report series
- Provides actionable intelligence for market research, new product planning and marketing on the prescribers, key competitors and prescribing dynamics
- Provided in PDF format
- Contains approximately 145 figures and tables and is 100 – 220 pages in length
- Supporting data provided to all clients in an Excel workbook

AMR
ARLINGTON MEDICAL RESOURCES INC.

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Report Overview

Each report evaluates the market focusing on four major analyses, addressing the following questions:

Treatment Analysis

- What are the most important factors and who are the most important stakeholders influencing hospital antibiotic prescribing?
- What are the most concerning pathogens?
- What patient share does each class and antibiotic have in this market?
- What have been the trends in share over the past four years?
- How does treatment differ for patients requiring more severe interventions such as admission to the ICU or mechanical ventilation?
- How does antibiotic selection differ for empiric therapy versus targeted therapy?
- What antibiotics are prescribed for the most important types of bacteria causing the infection?

Currently Marketed Products

- Who are the most important prescribers for each of the key products?
- What are the primary reasons why physicians prefer each of the top antibiotics?
How do different specialties prescribe each of the key products differently?
- What have been the trends in usage and where is the gain/loss in usage coming from?
- What would increase the usage of key products?

Emerging Antibiotics

- How will profiled emerging antibiotics be used (e.g., line of therapy, empiric vs. targeted, broad-spectrum vs. narrow-spectrum)?
- What share will emerging antibiotics capture?
- From what products or antibiotic combinations will emerging antibiotics take share?

Patient Populations

- What is the level of underlying comorbidities (e.g., diabetes, heart disease, chronic obstructive pulmonary disease, cancer) among the population?
- What percent of the population require interventions such as mechanical ventilation or admission to the ICU?
- What percent of the population are admitted through the ER, from a nursing home or transferred from another hospital?
- What is the hospitalization outcome of the population?
- What types of bacteria are isolated in patients in different treatment settings and what is the hospitalization outcome when patients are infected with different pathogens?

**For more information,
contact us:**

In the U.S.: +1 610 321 9410

In Europe: +32 2 357 0610

In Japan: +81 3 5401 2615

Or e-mail: sales@amr-data.com

www.AMR-data.com

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