

HOSPITAL INSIGHT SERIES

Hospital Insight Series is a series of syndicated studies that analyze the hospital antibiotic prescribing patterns for the treatment of key infections and emerging and clinically-important pathogens, such as methicillin-resistant Staphylococcus aureus (MRSA). Studies in this series report insight and analysis combines detailed analysis of AMR's patient-level medical data and primary research with physicians (e.g., internists, infectious disease specialists) we are able to understand dynamics of product usage, physicians' treatment patterns, factors that influence prescribing patterns, and reactions to and perceptions of emerging and novel therapies.

SAMPLE FRAME AND METHODOLOGY

- Clinical audit data from AMR's *Hospital Antibiotic Market Guide*, including 5 year trending data
- 30-40 minute online-survey with 100 hospital-based clinicians including infectious diseases specialists and/or internists

2011 PUBLICATION SCHEDULE

Clostridium Difficile Infection (US&EU)
February 25

Hospital Anti-Infectives (US)
May 25

Nosocomial Pneumonia (US&EU)
July 1

MRSA (US)
August 19

Complicated skin and skin structure infections (US)
September 9

Diabetic Foot Infections (US)
October 28

Complicated skin and skin structure infections (EU)
November 28

MRSA (EU)
December 23

PROPRIETARY QUESTIONS

Clients can add up to three proprietary questions with any study. Data and data analysis will be provided with the study

PROJECT OBJECTIVES

- Understand a specific patient population by diagnosis, with respect to age, gender, treatment hospital demographics, risk factors, comorbidities, and outcomes
- Quantify pathogen involvement in specific infections and/or understand how specific pathogens are treated across infections
- Identify the key prescribers of products including identification of emerging prescribers
- Provide in-depth quantitative evaluation of product usage in the treatment of specific infections in hospitalized patients and understand and track drug usage (by prescriber, indication, intent, line of therapy, and hospital discharge) over the last five years
- Understand physician preference for therapies, factors that influence their current and future prescribing patterns, and understand dynamics of key physician treatment practices
- Understand physician receptivity to novel and developing therapies

DELIVERABLES

- PowerPoint deck

RELATED REPORT

- **Hospital Formulary Insights:** in-depth view of the hospital formulary decision-making: influence of cost factors, clinical factors, and product attributes on formulary decisions; formulary status of key
- **LaunchTrends® Institutional: Teflaro** tracking awareness, trial, and usage of Teflaro at 3, 6, and 12 months post-launch
Custom data runs: custom runs of data from AMR's Hospital Antibiotic MarketGuide (see above)
- **LaunchTrends® Institutional: Dificid** tracking awareness, trial, and usage of Dificid at prelaunch, 3, 6, and 12 months post-launch
- **Hospital Antibiotic Market Guide:** patient-level audit of antibiotic use in the hospital including drug usage analysis by treatment intent, line of therapy, diagnosis, prescribing physicians, number of drug-treated patients, and days of therapy
- **Custom data runs:** custom runs of data from AMR's Hospital Antibiotic Market Guide