

LAUNCHTRENDS® : DIFICID

This report is a series of one pre-launch and three post-launch reports that evaluates the trial and usage of Dificid for the treatment of Clostridium difficile infection among infectious disease specialists, internists, and geriatricians. LaunchTrends® is a syndicated reports that track the trial, adoption and usage of new products from pre-launch through one-year post launch. These reports provide information on how new products fit into the treatment algorithm, impact current therapies, and change market dynamics. They provide information on awareness, familiarity, and perceived clinical advantages and disadvantages of new products. And, they capture the promotional messages and activities of all market players.

SAMPLE FRAME AND METHODOLOGY

- 30 minute online survey

Survey respondents per wave:

- 50 hospital-based infectious disease (ID) specialists
- 50 hospital-based internists, including geriatricians, with minimum of 10 CDI patients per month in a nursing home or long-term care facility
- A subset of 15 ID specialists and 5 internists/geriatricians per wave will participate in qualitative interviews

FIELDING & PUBLICATION SCHEDULE

Wave 1 (pre-launch)
Field July 2011
Publish August 2011

Wave 2 (3 months post-launch)
Field October 2011
Publish November 2011

Wave 3 (6 months post-launch)
Field January 2012
Publish February 2012

Wave 4 (12 months post-launch)
Field July 2012
Publish August 2012

PROJECT OBJECTIVES

- Understand awareness of and familiarity with Dificid among ID specialists, internists, and geriatricians
- Understand the perceived clinical advantages and disadvantages of Dificid compared to oral vancomycin and IV and oral metronidazole
- Understand where Dificid is expected to fit in the treatment algorithm for CDI patients in the hospital and nursing home/long-term care facilities
- Track the trial, adoption and usage trends including anticipated future trends for the treatment of CDI
- Identify what products Dificid is replacing, for what types CDI is the drug being used (e.g., first CDI episode, recurrent episodes, mild, moderate, and/or severe CDI), and as what line of therapy it is being given
- Determine what messages are being delivered for Dificid
- Quantify the proportion of ID specialists, internists, and geriatricians who have prescribed Dificid

DELIVERABLES

- PowerPoint decks to be published for each of two waves
- Complete set of frequency tables and standard cross-tabulations will be provided
- A copy of the database (in excel or SPSS format) will be provided
- Up to three proprietary questions for clients that subscribe before survey fielding

RELATED REPORTS

- **Hospital Insight Series:** Clostridium difficile infection
- **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, days of therapy
- **Custom data runs:** custom runs of data from AMR's Hospital Antibiotic Market-Guide (see above)