

LAUNCHTRENDS® : TEFLARO

This report is a series of three post-launch reports that evaluates the trial and usage of Teflaro for the treatment of bacterial infections among hospital-based infectious disease specialists and internists. LaunchTrends® are syndicated reports that track the trial, adoption and usage of new products from 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.

SAMPLE FRAME AND METHODOLOGY

- 40 minute online survey

Survey respondents per wave:

- 50 hospital-based infectious disease (ID) specialists
- 50 hospital-based internists
- A subset of 10 ID specialists and 5 internists per wave will participate in qualitative interviews

FIELDING & PUBLICATION SCHEDULE

Wave 1 (3 months post-launch)

*Field July 2011
Publish August 2011*

Wave 2 (6 months post-launch)

*Field October 2011
Publish November 2011*

Wave 3 (12 months post-launch)

*Field March 2012
Publish April 2012*

PROJECT OBJECTIVES

- Understand awareness of and familiarity with Teflaro among ID specialists and Internists
- Understand the perceived clinical advantages and disadvantages of Teflaro compared to current brands and other highly prescribed therapies
- Understand where Teflaro is expected to fit in the treatment algorithm for bacterial infections in the hospital and for which indications are physicians using this product
- Track the trial, adoption and usage trends including anticipated future trends for Teflaro in the treatment of bacterial infections in the hospital
- Identify what products Teflaro is replacing, how the drug is being used by treatment intent (empiric versus documented infections), and as what line of therapy it is being given
- Determine what messages are being delivered for Teflaro

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

RELATED REPORT

- Hospital Insight Series:** MRSA (U.S.), MRSA (Europe), cSSSI (U.S.) and cSSSI (Europe)
- TreatmentTrends:** Serious Gram-Positive Infections (U.S.) and Serious Gram-Positive Infections (Europe)
- 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 MarketGuide