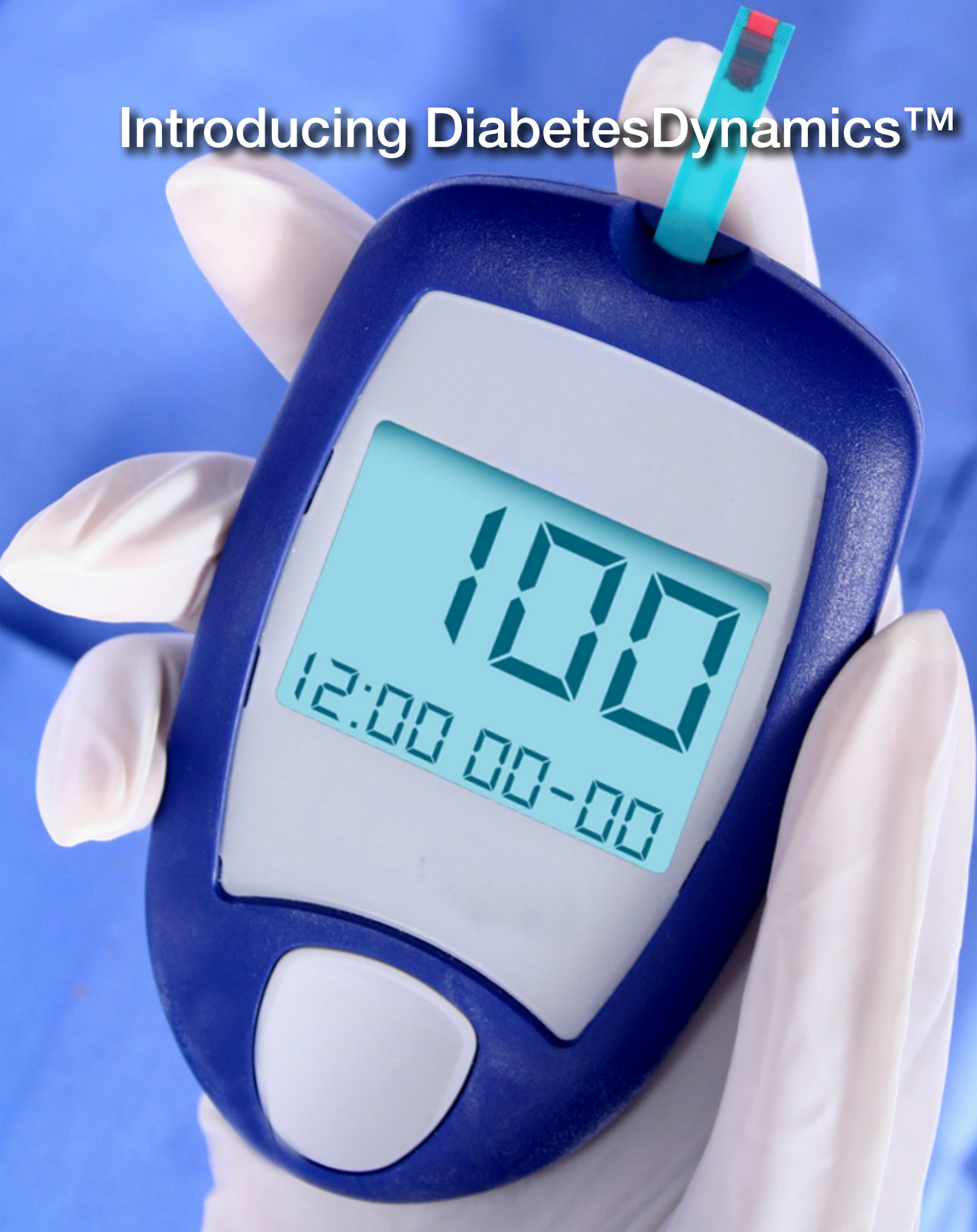


Introducing DiabetesDynamics™



Dig even deeper into the dynamics of the diabetes Market with NEW DiabetesDynamics™

Over 2 million Canadians have diabetes. Diabetes is now one of the most common non-communicable diseases globally and is emerging as one of the most serious health problems of our time.

The diabetes market is currently undergoing an important number of changes. Within existing classes, new products have emerged such as inhaled insulin. There are also new products being launched, representing new classes. These can have a very important impact on the way diabetes management is considered, and how insulin is initiated.

DiabetesDynamics identifies and monitors prescribing changes for patients with Diabetes Type 2 followed up by GP's and office based endocrinologists/diabetologists.

- DiabetesDynamics monitors treatment initiation, switch, add-on, dosage change or withdrawal of oral anti-diabetic therapies and identifies who first prescribed the drug for the patient.
- Additionally, and unlike any other syndicated data available, DiabetesDynamics identifies the main drivers behind the doctors' treatment decisions based on four categories: therapeutic objectives (e.g., to reduce/control blood glucose); treatment benefits (e.g., rapid onset of action); acceptability to patient (e.g., achieve good patient compliance); and, influences (eg. is an innovative drug). The result is valuable information and insights that can be used to develop or update positioning strategies in order to optimize market penetration and therefore ROI.
- DiabetesDynamics also provides information on why agents are withdrawn (e.g., unacceptable levels of side effects, lack of efficacy, etc). These insights can be used by manufacturers to develop more discrete positioning strategies against agents from within the same class and against agents from different classes.
- DiabetesDynamics reveals trends and movements in prescribing to identify and track the market impact of new treatment guidelines, product launches, or marketing messaging on prescribing practice.
- DiabetesDynamics provides comprehensive information on patient profiles, tests and prescribing information and allows detailed segmentation of patients including disease profiles and brand use within the dynamic anti-diabetic market.



TNS Healthcare has extensive experience in conducting global patient based diary research, and over the last 30 years we have conducted our “flagship” international patient data study: CardioMonitor. TNS Healthcare’s DiabetesDynamics study leverages the sophisticated Internet collection methodology designed for CardioMonitor as the basis for its collection methodology.

The Facts on DiabetesDynamics™

Methodology

DiabetesDynamics is a prospective diary study conducted over the Internet. The methodology employed is consistent across all countries in order to permit valid international comparisons.

Sample

Nationally representative sample of generalists and specialists (endocrinologists/diabetologists) practicing in primary care settings.

TNS Healthcare can help you monitor, measure, manage and maximize your diabetes business with our suite of syndicated studies

Criteria for inclusion are patients with diabetes type 2 who, at their last consultation, had some form of dynamic prescribing relating to their anti-diabetic therapy (e.g. initiation, switch, add-on, dosage change, or withdrawal).

The total number of records obtained is 750 per quarter, and 3,000 per year.

Data Elements

Patient History

- BMI from height and weight measurements and whether weight gained, lost or neutral
- Consultation frequency
- Severity of disease
- When diagnosed
- Key cardiovascular co-morbidities
- Past events and associated conditions, eg. diabetic retinopathy, stroke
- Risk factors present, including impaired glucose tolerance and renal insufficiency

Tests and measurements

- Frequency of HbA1c testing and time since last HbA1c test
- Initial, target and latest HbA1c levels
- Initial, target and latest Fasting blood glucose
- Initial, target and latest Postprandial glucose 2 hour
- Initial, target and latest HS CRP
- Initial, target and latest Creatinine clearance
- Latest blood pressure
- Latest cholesterol levels

Therapy

- Current diabetes, cardiovascular and obesity therapy, brand form and strength
- Total daily dose and number of injections per day
- Status of drug, eg. Prescribed for first time at this visit
- Who initially prescribed, eg. Yourself on recommendation of a specialist or another physician
- For patients with no previous anti-diabetic therapy, what promoted initiation of anti-diabetic therapy, eg. Increased HbA1c
- Where patients move to polytherapy, how long was anti-diabetic monotherapy prescribed?
- Reason for choice of current therapy itemised under five categories:
 - Therapeutic objectives, eg. To control glycemia
 - Treatment benefits, eg. No or low association with weight gain
 - Acceptability to patient, eg. Simple dosage regimen
 - Influences, eg. Activity of manufacturer/representative
 - Withdrawn therapy, the reasons for withdrawal, eg. Poor patient compliance

TNS Healthcare can help you monitor, measure, manage and maximize your diabetes business with our suite of syndicated studies:

- DiabetesDynamics™—a quarterly record of therapy changes and the reasons behind them in the type-2 diabetes market
- DiabetesMonitor™—a complementary service to DiabetesDynamics, providing in-depth information on patients who have not undergone treatment changes
- DiabetesViews™—fast feedback from key opinion leaders on specific market changes and their anticipated impact

About TNS

TNS is a global market insight and information group.

Our strategic goal is to be recognized as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organizations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

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