Publication Plan 2017

A passion for turning high quality, independent research insights into actionable commercial intelligence.

Why Spherix Global Insights?

Our independent reports are designed, developed and fielded by Spherix.

We aspire to be the intelligence provider of choice in the select therapy areas we cover and therefore we invest in our client relationships as long-term partnerships. Our intelligence teams have extensive experience in market research, data analysis, pharma brand management and strategic marketing. We understand the business context of the research because our leadership has been in the decision-maker's seat before and understands the challenges and missed opportunities caused by data you can't be truly confident in.

We are hyper-focused on just four specialty areas because we believe in ***mastery***. This ensures we bring a deep understanding of both the clinical aspects and market dynamics for the diseases we work with.

Working with our KOL advisory boards in each of our focus areas we keep our finger on the pulse of the key clinical and commercial market issues and drivers. Our experts also provide input and interpretation of the findings to finely tune the final reports.

Our research is conducted in collaboration with our proprietary networks of engaged physicians, ancillary healthcare professionals and patients. By cultivating our own proprietary networks we can control the quality of the respondents and ensure that you are getting insights from a group representative of your customer base.

At Spherix, the report is only part of the deliverable. Our insights are customized to your business needs and we thrive on delivering not just data, but context.

Invest in Intelligence That Delivers. For more information about Spherix Global Insights and our services visit us at: *www.spherixglobalinsights.com or* contact or us at:

info@spherixglobalinsights.com

Nephrology

Our focus will be on bone and mineral metabolism, renal anemia, hyperkalemia, diabetic nephropathy, chronic kidney disease and dialysis.

RealTime Dynamix
Expediting Market Knowledge

Survey of highly dynamic markets, tracking brand usage, awareness, industry contacts and evolving perceptions.

- RealTime Dynamix: Bone and Mineral US 2017 (quarterly: Mar, Jun, Sep, Dec)
- RealTime Dynamix: Hyperkalemia Card US 2017 (quarterly: Feb, May, Aug, Nov)
- RealTime Dynamix: Hyperkalemia Neph US 2017 (quarterly: Feb, May, Aug, Nov)
- RealTime Dynamix: Renal Anemia US 2017 (quarterly: Mar, Jun, Sep, Dec)
- RealTime Dynamix: Renal Dietitians US 2017 (quarterly: Mar, Jun, Sep, Dec)
- RealTime Dynamix: Bone and Mineral EU5 2017 (annual: Sep)
- RealTime Dynamix: Hyperkalemia Neph EU5 2017 (annual: Sep)
- RealTime Dynamix: Nurse Practitioners /PA US 2017 (annual: Aug)
- RealTime Dynamix: Renal Anemia EU5 2017 (annual: Sep)

RealWorld Dynamix
Exploring the Patient Journey

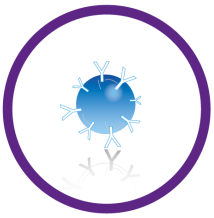
In-depth analysis of a robust sample of patient journeys detailing the realities of current practice.

- RealWorld Dynamix: Chronic Kidney Disease US 2017 (Dec)
- RealWorld Dynamix: Dialysis US 2017 (Jun)
- RealWorld Dynamix: Hyperkalemia US 2017 (Nov)

Market Dynamix
Bringing Future Markets Into Focus

A forward looking report to anticipate how emerging treatments will influence future practice.

- Market Dynamix: Diabetic Kidney Disease 2017 (Aug)
- Market Dynamix: Renal Anemia 2017 (Sep)



Immunology

Targeted biologics, the recent emergence of innovative new oral therapies and the imminent arrival of biosimilars will continue to fuel monumental shifts in the way patients with auto-immune disorders are managed. More than ever, for both existing brands & pipeline products, future success will require a deep understanding of this complex and rapidly evolving landscape.

RealTime Dynamix
Expediting Market Knowledge

Survey of highly dynamic markets, tracking brand usage, awareness, industry contacts and evolving perceptions.

- RealTime Dynamix: Atopic Dermatitis US 2017 (quarterly: Mar, Jun, Sep, Dec)
- RealTime Dynamix: IBD US 2017 (quarterly: Mar, May, Aug, Nov)
- RealTime Dynamix: Psoriatic Arthritis US 2017 (quarterly: Mar, July, Sep, Dec)
- RealTime Dynamix: Psoriasis US 2017 (quarterly: Mar, Jun, Sep, Dec)
- RealTime Dynamix: Rheumatoid Arthritis US 2017 (quarterly: Mar, July, Sep, Dec)
- RealTime Dynamix: Ankylosing Spondylitis US & Non-Radiographic Axial Spondyloarthritis 2017 (bi-annual: Jun, Dec)
- RealTime Dynamix: IBS US 2017 (bi-annual: Jul, Dec)
- RealTime Dynamix: Psoriatic Arthritis EU 2017 (bi-annual: Jun, Sep)
- RealTime Dynamix: Rheumatoid Arthritis EU 2017 (bi-annual: May, Sep)

RealWorld Dynamix
Exploring the Patient Journey

In-depth analysis of a robust sample of patient journeys detailing the realities of current practice.

- RealWorld Dynamix: Biologic Switching in IBD US 2017 (Jun)
- RealWorld Dynamix: Biologic/Otezla Switching in Psoriatic Arthritis US 2017 (May)
- RealWorld Dynamix: Biologic/Otezla Switching in Psoriatic Arthritis EU 2017 (Oct)
- RealWorld Dynamix: Biologic/Otezla Switching in Psoriasis US 2017 (Sep)
- RealWorld Dynamix: Biologic/JAK Switching in Rheumatoid Arthritis US 2017 (Aug)
- RealWorld Dynamix: Biologic/JAK Switching in Rheumatoid Arthritis EU 2017 (Oct)

Neurology

The multiple sclerosis (MS) market is more dynamic than ever with more than 10 disease-modifying therapies (DMTs) currently available. In addition, evolving attitudes around safety issues and heavy promotion aimed at clinicians and patients has made the competitive environment increasingly complex. This is why Spherix has an intense focus on the Multiple Sclerosis market.

RealTime Dynamix
Expediting Market Knowledge

Survey of highly dynamic markets, tracking brand usage, awareness, industry contacts and evolving perceptions.

- RealTime Dynamix: Multiple Sclerosis US 2017 (quarterly: Mar, Jun, Sep, Dec)
- RealTime Dynamix: Multiple Sclerosis Nurses US 2017 (annual: Jul)
- RealTime Dynamix: Multiple Sclerosis EU 2017 (annual: Sep)

RealWorld Dynamix
Exploring the Patient Journey

In-depth analysis of a robust sample of patient journeys detailing the realities of current practice.

- RealWorld Dynamix: DMT New Starts in Multiple Sclerosis US 2017 (Jan)
- RealWorld Dynamix: DMT Switching in Multiple Sclerosis US 2017 (Apr)
- RealWorld Dynamix: Monoclonal Antibodies in Multiple Sclerosis US 2017 (Oct)

spherix Global Insights

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2016 Publications

Nephrology

- RealTime Dynamix: Bone and Mineral US 2016 (monthly)
- RealTime Dynamix: Renal Anemia US 2016 (monthly)
- RealTime Dynamix: Hyperkalemia US 2016 (monthly)
- RealTime Dynamix: Hyperkalemia (Cardiology) US 2016 (quarterly)
- RealTime Dynamix: Nurse Practitioners /PA US 2016 (annually)
- RealTime Dynamix: Renal Dietitians US 2016 (bi-annually)

- RealWorld Dynamix: Hyperkalemia US 2016
- RealWorld Dynamix: Chronic Kidney Disease US 2016

- Market Dynamix: Future Treatment of Renal Anemia 2016
- Market Dynamix: Diabetic Nephropathy 2016

Neurology

- RealTime Dynamix: Multiple Sclerosis US 2016
- RealWorld Dynamix: DMT Switching in MS (US)
- RealWorld Dynamix: DMT Switching in MS (EU5)

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2016 Publications

Immunology

- RealTime Dynamix: Rheumatoid Arthritis 2016
- RealTime Dynamix: Psoriatic Arthritis 2016
- RealTime Dynamix: Psoriasis 2016 (Q2, Q3, Q4)
- RealTime Dynamix: Ulcerative Colitis 2016 (Q3, Q4)
- RealTime Dynamix: Crohn's Disease 2016 (Q3, Q4)

- RealWorld Dynamix: Biologic Switching in Rheumatoid Arthritis 2016
- RealWorld Dynamix: Biologic Switching in Psoriatic Arthritis 2016
- RealWorld Dynamix: Biologic and Otezla use in Psoriasis 2016
- RealWorld Dynamix: Biologic Switching in IBD (UC/CD) 2016

- Market Dynamix: Atopic Dermatitis

Pulmonology

- RealWorld Dynamix: Idiopathic Pulmonary Fibrosis US 2016

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2015 Publications

Nephrology

- RealTime Dynamix: Nephrology - 2015 Annual Compendium
- RealTime Dynamix: Bone and Mineral – 2015 Annual Compendium
- RealTime Dynamix: Renal Anemia – 2015 Annual Compendium
- RealTime Dynamix: Hyperkalemia – 2015 Annual Compendium
- RealTime Dynamix: Renal Dietitians 2015
- RealWorld Dynamix: Hyperkalemia US 2015
- Caseload Dynamix: Nephrology US 2015
- Market Dynamix: Hyperkalemia US 2015
- Market Dynamix: Hyperkalemia EU 2015

Immunology

- RealTime Dynamix: Rheumatoid Arthritis - 2015 Annual Compendium
- RealTime Dynamix: Psoriatic Arthritis - 2015 Annual Compendium

Neurology

- RealTime Dynamix: Multiple Sclerosis - US - 2015 Annual Compendium

Pulmonology

- Market Dynamix: Idiopathic Pulmonary Fibrosis 2015

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