

# Publication Plan 2019

**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 three 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.

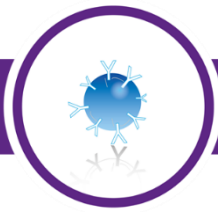
Our research is conducted in collaboration with our proprietary networks of engaged physicians, ancillary healthcare professionals and patients. By cultivating our own proprietary networks, we can control the quality of the respondents and ensure that you are getting insights from a group representative 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, contact us at **info@spherixglobalinsights.com** or call **(484) 879-4284**.

Visit our website: **www.spherixglobalinsights.com**



## 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.

Report Title	Frequency	2016	2017	2018	2019
• <i>RealTime Dynamix: Ankylosing Spondylitis &amp; Non-Radiographic Axial Spondyloarthritis US</i>	Annual		✓	✓	✓
• <i>RealTime Dynamix: Atopic Dermatitis US</i>	Quarterly		✓	✓	✓
• <i>RealTime Dynamix: Atopic Dermatitis EU</i>	Annual				✓
• <i>RealTime Dynamix: Inflammatory Bowel Disease US</i>	Quarterly	✓	✓	✓	✓
• <i>RealTime Dynamix: Inflammatory Bowel Disease EU</i>	Annual			✓	✓
• <i>RealTime Dynamix: Multi-Specialty Management of Gout US</i>	Annual				✓
• <i>RealTime Dynamix: Psoriasis US</i>	Quarterly	✓	✓	✓	✓
• <i>RealTime Dynamix: Psoriasis EU</i>	Annual				✓
• <i>RealTime Dynamix: Psoriatic Arthritis US</i>	Quarterly	✓	✓	✓	✓
• <i>RealTime Dynamix: Psoriatic Arthritis EU</i>	Annual		✓	✓	✓
• <i>RealTime Dynamix: Rheumatoid Arthritis US</i>	Quarterly	✓	✓	✓	✓
• <i>RealTime Dynamix: Rheumatoid Arthritis EU</i>	Bi-annual		✓	✓	✓
• <i>RealTime Dynamix: Rare Dermatology Conditions US (Hidradenitis Suppurativa, Alopecia, Vitiligo, Pityriasis Rubra Pilaris, Pemphigus Vulgaris)</i>	Annual				✓
• <i>RealTime Dynamix: Systemic Lupus Erythematosus/Lupus Nephritis US</i>	Annual				✓

### RealWorld Dynamix

Exploring the Patient Journey

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

Report Title	Frequency	2016	2017	2018	2019
• <i>RealWorld Dynamix: Biologic New Starts/Restarts in IBD US</i>	Annual			✓	
• <i>RealWorld Dynamix: Biologic Switching in IBD US</i>	Annual	✓	✓	✓	✓
• <i>RealWorld Dynamix: Pre-Biologic Market in IBD US</i>	Annual				✓
• <i>RealWorld Dynamix: Biologic Switching in IBD EU</i>	Annual			✓	✓
• <i>RealWorld Dynamix: Biologic/Otezla New Starts in PsO US</i>	Annual			✓	✓
• <i>RealWorld Dynamix: Biologic/Otezla Switching in PsO US</i>	Annual		✓	✓	✓

Report Title	Frequency	2016	2017	2018	2019
• <i>RealWorld Dynamix: Biologic/Otezla Switching in PsA US</i>	Annual	✓	✓	✓	✓
• <i>RealWorld Dynamix: Biologic/Otezla Switching in PsA EU</i>	Annual				✓
• <i>RealWorld Dynamix: Biologic/JAK Switching in RA US</i>	Annual	✓	✓	✓	✓
• <i>RealWorld Dynamix: Biologic/JAK Switching in RA EU</i>	Annual		✓	✓	✓
• <i>RealWorld Dynamix: Moderate-to-Severe AD US</i>	Annual			✓	
• <i>RealWorld Dynamix: Systemic Lupus Erythematosus US</i>	Annual			✓	



## 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.

Report Title	Frequency	2015	2016	2017	2018	2019
• <i>RealTime Dynamix: Acute Kidney Injury US</i>	Annual					✓
• <i>RealTime Dynamix: Bone and Mineral Metabolism US</i>	Quarterly	✓	✓	✓	✓	✓
• <i>RealTime Dynamix: Bone and Mineral Metabolism EU</i>	Annual					✓
• <i>RealTime Dynamix: Diabetic Nephropathy US</i>	Annual			✓	✓	✓
• <i>RealTime Dynamix: FSGS US</i>	Annual				✓	✓
• <i>RealTime Dynamix: Hyperkalemia (Cardiologists) US</i>	Quarterly	✓	✓	✓	✓	✓
• <i>RealTime Dynamix: Hyperkalemia (Nephrologists) US</i>	Quarterly	✓	✓	✓	✓	✓
• <i>RealTime Dynamix: Hyperkalemia (Nephrologists) EU</i>	Annual					✓
• <i>RealTime Dynamix: IgA Nephropathy US</i>	Annual					✓
• <i>RealTime Dynamix: Multi-Specialty Management of Gout US</i>	Annual					✓
• <i>RealTime Dynamix: Multi-Specialty Management of Lupus/ Lupus Nephritis US</i>	Annual					✓
• <i>RealTime Dynamix: Polycystic Kidney Disease US</i>	Quarterly				✓	✓
• <i>RealTime Dynamix: Renal Anemia US</i>	Quarterly	✓	✓	✓	✓	✓
• <i>RealTime Dynamix: Renal Anemia EU</i>	Annual					✓
• <i>RealTime Dynamix: Renal Dietitians US</i>	Bi-annual		✓	✓	✓	✓
• <i>RealTime Dynamix: Uremic Pruritus US</i>	Annual					✓

Report Title	Frequency	2015	2016	2017	2018	2019
• <i>RealWorld Dynamix: Chronic Kidney Disease US</i>	Annual		✓	✓	✓	✓
• <i>RealWorld Dynamix: Chronic Kidney Disease (PCP Perspective) US</i>	Annual				✓	
• <i>RealWorld Dynamix: Chronic Kidney Disease EU</i>	Annual					✓
• <i>RealWorld Dynamix: Dialysis US</i>	Annual			✓	✓	✓
• <i>RealWorld Dynamix: Dialysis EU</i>	Annual				✓	✓
• <i>RealWorld Dynamix: Glomerular Disease US</i>	Annual					✓
• <i>RealWorld Dynamix: Hyperkalemia US</i>	Annual	✓	✓		✓	✓



## Neurology

The multiple sclerosis (MS) market is more dynamic than ever with more than 14 disease-modifying therapies (DMTs) currently available. In addition, evolving attitudes around safety issues balanced with earlier treatment with aggressive therapy has made the competitive environment increasingly complex. With the launch of the first anti-CGRP agent, the migraine market gains a new class which will shift current competitive patterns.

Report Title	Frequency	2016	2017	2018	2019
• <i>RealTime Dynamix: Multiple Sclerosis US</i>	Quarterly	✓	✓	✓	✓
• <i>RealTime Dynamix: Multiple Sclerosis Canada</i>	Bi-annual				✓
• <i>RealTime Dynamix: Multiple Sclerosis EU</i>	Bi-annual		✓	✓	✓
• <i>RealTime Dynamix: MS Advanced Practice Providers US</i>	Annual		✓		
• <i>RealTime Dynamix: Symptomatic Agents in MS US</i>	Bi-annual				✓
• <i>RealTime Dynamix: Migraine US</i>	Quarterly			✓	✓

Report Title	Frequency	2016	2017	2018	2019
• <i>RealWorld Dynamix: DMT New Starts in Multiple Sclerosis US</i>	Annual		✓	✓	✓
• <i>RealWorld Dynamix: DMT Switching in Multiple Sclerosis US</i>	Annual	✓	✓	✓	✓
• <i>RealWorld Dynamix: DMT Switching in Multiple Sclerosis EU</i>	Annual	✓			✓



Report Title	Frequency	2016	2017	2018	2019
• <i>RealWorld Dynamix: Progressive Forms of MS US</i>	Annual			✓	✓
• <i>RealWorld Dynamix: The Use of Monoclonal Antibody DMTs in MS US</i>	Annual		✓		
• <i>RealWorld Dynamix: Migraine US</i>	Annual				✓



## Oncology

The US multiple myeloma (MM) market is one of the more dynamic and complex therapeutic areas within the cancer landscape. New and emerging therapeutic options such as Amgen's Xgeva, BMS' Empliciti, Janssen's Darzalex, and Takeda's Ninlaro are rapidly changing oncologists views on drug combinations, sequencing, and goals of therapy.

### RealTime Dynamix

*Expediting Market Knowledge*

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

Report Title	Frequency	2016	2017	2018	2019
• <i>RealTime Dynamix: Anemia (Hematology/Oncology) US</i>	Bi-annual				✓
• <i>RealTime Dynamix: Multiple Myeloma US</i>	Quarterly			✓	✓

### RealWorld Dynamix

*Exploring the Patient Journey*

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

Report Title	Frequency	2016	2017	2018	2019
• <i>RealWorld Dynamix: Multiple Myeloma US</i>	Annual				✓
• <i>RealWorld Dynamix: Multiple Myeloma EU</i>	Annual				✓