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Publication Plan

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RealTime Dynamix

RealTime Dynamix™ is an independent service providing strategic guidance through rapid and comprehensive reports, which include market trending, launch tracking, and a fresh infusion of unique content with each wave.

Service Title	Report Frequency	2016	2017	2018	2019	2020
<i>RealTime Dynamix: Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis US</i>	Semiannual		✓	✓	✓	✓
<i>RealTime Dynamix: Atopic Dermatitis US</i>	Quarterly		✓	✓	✓	✓
<i>RealTime Dynamix: Atopic Dermatitis EU</i>	Semiannual				✓	✓
<i>RealTime Dynamix: Inflammatory Bowel Disease US</i>	Quarterly	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Inflammatory Bowel Disease EU</i>	Semiannual			✓	✓	✓
<i>RealTime Dynamix: Psoriasis US</i>	Quarterly	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Psoriasis EU</i>	Semiannual				✓	✓
<i>RealTime Dynamix: Psoriatic Arthritis US</i>	Quarterly	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Psoriatic Arthritis EU</i>	Semiannual					✓
<i>RealTime Dynamix: Rheumatoid Arthritis US</i>	Quarterly	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Rheumatoid Arthritis EU</i>	Semiannual		✓	✓	✓	✓

RealWorld Dynamix

RealWorld Dynamix™ is an independent, data-driven service unmasking real patient management patterns through annual reports based on chart audits of ~1,000 patients. The report uncovers the “why” behind treatment decisions, includes year over year trending to quantify key aspects of market evolution, and integrates specialists’ attitudinal & demographic data to highlight differences between stated and actual treatment patterns.

Service Title	Report Frequency	2016	2017	2018	2019	2020
<i>RealWorld Dynamix: Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis US</i>	Annual					✓
<i>RealWorld Dynamix: Biologic/Small Molecule New Starts in IBD US</i>	Annual			✓	✓	✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in IBD US</i>	Annual	✓	✓	✓	✓	✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in IBD EU</i>	Annual			✓	✓	✓

Service Title (continued)	Report Frequency	2016	2017	2018	2019	2020
<i>RealWorld Dynamix: Biologic/Small Molecule New Starts in Psoriasis US</i>	Annual			✓	✓	✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in Psoriasis US</i>	Annual		✓	✓	✓	✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in Psoriasis EU</i>	Annual					✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in PsA US</i>	Annual	✓	✓	✓	✓	✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in PsA EU</i>	Annual					✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in RA US</i>	Annual	✓	✓	✓	✓	✓
<i>RealWorld Dynamix: Biologic/Small Molecule Switching in RA EU</i>	Annual		✓	✓	✓	✓
<i>RealWorld Dynamix: Moderate-to-Severe AD US</i>	Annual			✓	✓	✓
<i>RealWorld Dynamix: Systemic Lupus Nephritis US</i>	Annual			✓		✓



Market Dynamix™ is an independent service that utilizes a combination of qualitative and quantitative market research to explore the future dynamics of evolving healthcare treatment paradigms. The qualitative analysis is fueled by interviews with the leading international opinion leaders. The quantitative portion leverages our proprietary network of specialists “in the trenches” for sizing the market and to understand current perceptions, gaps in product awareness, and unmet needs.

Service Title	Report Frequency	2019	2020
<i>Market Dynamix: Eosinophilic Esophagitis US</i>	Annual		✓
<i>Market Dynamix: Hidradenitis Suppurativa US</i>	Annual		✓
<i>Market Dynamix: Lupus/Lupus Nephritis US</i>	Annual	✓	✓
<i>Market Dynamix: Rare Dermatology US</i>	Annual		✓

Nephrology Services

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Service Title	Report Frequency	2015	2016	2017	2018	2019	2020
<i>RealTime Dynamix: Autosomal Dominant Polycystic Kidney Disease US</i>	Quarterly				✓	✓	✓
<i>RealTime Dynamix: Bone and Mineral Metabolism US</i>	Quarterly	✓	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Diabetic Kidney Disease US</i>	Quarterly						✓
<i>RealTime Dynamix: Hyperkalemia (Cardiology) US</i>	Annual	✓	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Hyperkalemia (Nephrology) US</i>	Quarterly	✓	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Renal Anemia US</i>	Quarterly	✓	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Renal Dietitians US</i>	Semiannual		✓	✓	✓	✓	✓

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Service Title	Report Frequency	2016	2017	2018	2019	2020
<i>RealWorld Dynamix: ADPKD US</i>	Annual					✓
<i>RealWorld Dynamix: Chronic Kidney Disease US</i>	Annual	✓	✓	✓	✓	✓
<i>RealWorld Dynamix: CKD Non-Dialysis US</i>	Annual			✓	✓	✓
<i>RealWorld Dynamix: CKD-MBD* in CKD-ND US</i>	Annual				✓	✓
<i>RealWorld Dynamix: Renal Anemia in CKD-ND US</i>	Annual			✓	✓	✓
<i>RealWorld Dynamix: CKD (PCP Perspective) US</i>	Annual			✓		✓
<i>RealWorld Dynamix: Dialysis US</i>	Annual		✓	✓	✓	✓
<i>RealWorld Dynamix: CKD-MBD* in Dialysis US</i>	Annual		✓	✓	✓	✓
<i>RealWorld Dynamix: Renal Anemia in Dialysis US</i>	Annual		✓	✓	✓	✓
<i>RealWorld Dynamix: Home Modalities US</i>	Annual					✓
<i>RealWorld Dynamix: Hyperkalemia US</i>	Annual	✓				✓
<i>RealWorld Dynamix: Incident Dialysis US</i>	Annual				✓	
<i>RealWorld Dynamix: Lupus Nephritis US</i>	Annual					✓

* Bone and Mineral Metabolism



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Service Title	Report Frequency	2018	2019	2020
<i>Market Dynamix: Cross-Specialty Anemia Management US</i>	Annual	✓	✓	✓
<i>Market Dynamix: Diabetic Kidney Disease US</i>	Annual	✓	✓	✓
<i>Market Dynamix: Glomerular Diseases US</i>	Annual			✓
<i>Market Dynamix: FSGS US</i>	Annual	✓		✓
<i>Market Dynamix: IgA Nephropathy US</i>	Annual		✓	✓
<i>Market Dynamix: Metabolic Acidosis US</i>	Annual	✓	✓	✓
<i>Market Dynamix: Lupus & Lupus Nephritis US</i>	Annual		✓	✓
<i>Market Dynamix: Uremic Pruritus US</i>	Annual			✓

Special Reports

Service Title	Report Frequency	2019	2020
<i>Fellowship Dynamix: Renal Fellows US</i>	Annual	✓	
<i>Pipeline and Business Development Opportunities US</i>	Annual		✓
<i>Practice Dynamix: Nephrology US</i>	Annual		✓

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Service Title	Report Frequency	2016	2017	2018	2019	2020
<i>RealTime Dynamix: Multiple Sclerosis US.....</i>	Quarterly	✓	✓	✓	✓	✓
<i>RealTime Dynamix: Multiple Sclerosis EU.....</i>	Semiannual		✓	✓	✓	✓
<i>RealTime Dynamix: Multiple Sclerosis Canada.....</i>	Semiannual				✓	✓
<i>RealTime Dynamix: Migraine US.....</i>	Quarterly			✓	✓	✓
<i>RealTime Dynamix: Migraine EU.....</i>	Semiannual					✓

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Service Title	Report Frequency	2016	2017	2018	2019	2020
<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	✓			✓	✓
<i>RealWorld Dynamix: Progressive Forms of Multiple Sclerosis US...</i>	Annual			✓	✓	✓
<i>RealWorld Dynamix: Switching in Migraine Prevention US.....</i>	Annual				✓	✓

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Service Title	Report Frequency	2019	2020
<i>RealTime Dynamix: Multiple Myeloma US.....</i>	Quarterly	✓	✓

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Service Title	Report Frequency	2020
<i>Market Dynamix: Hematology-Oncology Management of Anemia US.....</i>	Annual	✓

Spherix Global Insights is a hyper-focused market intelligence firm that leverages our own independent data and expertise to provide strategic guidance, so biopharma stakeholders make decisions with confidence. We specialize in select immunology, nephrology, and neurology markets where we have unparalleled clinical understanding, strategic marketing experience, and collaboration with our KOL advisory boards to ensure we are on the cutting edge.

The essence of engaging with Spherix is leveraging the data behind our syndicated reports with our market expertise to customize unique key findings for each client. We accomplish this through both proprietary questions and supplemental analysis, all of which are included in the base price.

For more information on our services, contact us at
484.879.4284 or visit our website at www.spherixglobalinsights.com



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