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Publication Plan

Spherix Global Insights

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Services

RealTime Dynamix

RealTime Dynamix™ is an independent service providing strategic guidance through quarterly or semiannual reports, which include market trending and a fresh infusion of event-driven and variable content with each wave. The reports provide an unbiased view of the competitive landscape within rapidly evolving specialty markets, fueled by robust HCP primary research and our in-house team of experts.

Methodology: Insights are based on data collected from an online survey of respondents recruited from the Spherix Network, a proprietary group of specialty physicians in clinical practice meeting quality screening criteria.

Sample Size and Frequency

- US: quarterly report (n=100-200 respondents)
- EU5: semiannual report (n=250 respondents)
- Canada: semiannual report (n=50 respondents)

RealWorld Dynamix

RealWorld Dynamix™ is an independent, data-driven service unveiling real patient management patterns through rigorous analysis of large-scale patient chart audits. Insights reveal the “why” behind treatment decisions, include year over year trending to quantify key aspects of market evolution, and integrate specialists’ attitudinal & demographic data to highlight differences between stated and actual treatment patterns.

Methodology: Insights are based on patient level data gathered through collaboration with specialty physicians who provide details on clinical and non-clinical patient demographics, along with their rationale for treatment choices.

Sample Size and Frequency

- US: annual patient chart audit (n=1,000 charts, n=200 physicians)
- EU5: annual patient chart audit (n=1,250 charts, n=250 physicians)

Market Dynamix

Market Dynamix™ is an independent service providing analysis of markets anticipated to experience a paradigm shift within the next three to five years. Insights highlight market size, current treatment approaches, unmet needs, and expert opinions on the likely disruption introduced by pipeline agents.

Methodology: Insights are based on analyses of quantitative data collected from an online survey of specialists, patients, and leading KOLs recruited from the Spherix Network, as well as qualitative interviews conducted with a subset of survey respondents and select KOLs.

Sample Size and Frequency:

- Annual report (n=100-200 physicians, n=25-50 patients)
- Qualitative interviews (n=6-8 physicians, n=2-3 KOLs)

Launch Dynamix

Launch Dynamix™ is an independent service providing a monthly benchmarking dashboard of newly launched products for the first eighteen months of commercial availability, augmented by a quarterly deep dive into promotional activity, barriers to uptake, and patient types gravitating to the launch brand.

Methodology: Insights are based on analyses of quantitative data collected from an online survey of physicians “in the trenches” recruited from the Spherix Network, as well as qualitative interviews conducted with a subset of survey respondents.

Sample Size and Frequency:

- Monthly KPI dashboard (n=75 physicians)
- Quarterly report (n=75 physicians)
- Quarterly qualitative interviews (n=8 physicians)

Special Topix

Special Topix™ is an independent service that includes access to a report or series of reports based on current events or topics of interest in specialty markets covered by Spherix.

Methodology: Insights are based on data collected from an online survey of respondents recruited from the Spherix Network, a proprietary group of specialty physicians in clinical practice meeting quality screening criteria.

Sample Size and Frequency:

- Report cadence and deliverable depend upon current event/topic being evaluated



Atopic Dermatitis

- RealTime Dynamix
- *Atopic Dermatitis (US)*
 - *Atopic Dermatitis (EU)*
- RealWorld Dynamix
- *Moderate to Severe Atopic Dermatitis (US)*
 - *Moderate to Severe Atopic Dermatitis (EU)*
- Launch Dynamix
- *Abrocitinib (Pfizer) in Atopic Dermatitis (US)**
 - *Olumiant (Lilly) in Atopic Dermatitis (US)**
 - *Rinvoq (AbbVie) in Atopic Dermatitis (US)**
 - *Ruxolitinib (Incyte) in Atopic Dermatitis (US)**
 - *Tralokinumab (LEO) in Atopic Dermatitis (US)**

Plaque Psoriasis

- RealTime Dynamix
- *Plaque Psoriasis (US)*
 - *Plaque Psoriasis (EU)*
- RealWorld Dynamix
- *Biologic/Small Molecule New Starts in Psoriasis (US)*
 - *Biologic/Small Molecule Switching in Psoriasis (US)*
 - *Biologic/Small Molecule Switching in Psoriasis (EU)*
- Launch Dynamix
- *Bimekizumab (UCB) in Psoriasis (US)**

Rare Dermatology

- Market Dynamix
- *Alopecia Areata (US)*
 - *Chronic Spontaneous Urticaria (US)*
 - *Hidradenitis Suppurativa (US)*
 - *Vitiligo (US)*

Other Services

- Special Topix
- *The Business of Dermatology (US)*

*Pending approvals and launch



Inflammatory Bowel Disease – Crohn’s Disease and Ulcerative Colitis

- RealTime Dynamix
- *Inflammatory Bowel Disease (US)*
 - *Inflammatory Bowel Disease (EU)*

- RealWorld Dynamix
- *Biologic/Small Molecule New Starts in IBD (US)*
 - *Biologic/Small Molecule Switching in IBD (US)*
 - *Biologic/Small Molecule Switching in IBD (EU)*

- Launch Dynamix
- *Stelara (Janssen) in Ulcerative Colitis (US)*
 - *Zeposia (BMS) in Ulcerative Colitis (US)**

Rare Gastroenterology

- Market Dynamix
- *Celiac Disease (US)*
 - *Eosinophilic Esophagitis (US)*
 - *Non-Alcoholic Steatohepatitis (US)*

Other Services

- Special Topix
- *The Business of Gastroenterology (US)*
 - *Pre-Advanced Systemic Therapies (US)*



Kidney Disease

- RealTime Dynamix
- *Chronic Kidney Disease (US) – Diabetic Kidney Disease, Hyperkalemia, Hypertension, and Metabolic Acidosis*
- RealWorld Dynamix
- *Chronic Kidney Disease, Non-Dialysis (US)*
 - *Chronic Kidney Disease, Non-Dialysis: PCP Perspective (US)*
 - *Dialysis (US)*
 - *Incident Dialysis (US)*
- Market Dynamix
- *Diabetic Kidney Disease: Multispecialty Perspective (US)*
 - *Metabolic Acidosis (US)*
- Launch Dynamix
- *Veverimer (Tricida) in Metabolic Acidosis (US)**

Renal Anemia

- RealTime Dynamix
- *HIF-PH Inhibitors in Renal Anemia (Asia)*
 - *Renal Anemia (US)*
- RealWorld Dynamix
- *Renal Anemia in CKD Non-Dialysis (US)*
 - *Renal Anemia in CKD Non-Dialysis: PCP Perspective (US)*
 - *Renal Anemia in Dialysis (US)*
 - *Renal Anemia in Incident Dialysis (US)*
- Launch Dynamix
- *Roxadustat (FibroGen/AstraZeneca/Astellas) in Anemia (US)**
 - *Vadadustat (Akebia/Otsuka) in Anemia (US)**

*Pending approvals and launch

Bone and Mineral Metabolism

- RealTime Dynamix
- *Bone and Mineral Metabolism (US)*
 - *Renal Dietitians (US)*
- RealWorld Dynamix
- *Bone and Mineral Metabolism Disorders in CKD Non-Dialysis (US)*
 - *Bone and Mineral Metabolism Disorders in Dialysis (US)*
 - *Bone and Mineral Metabolism Disorders in Incident Dialysis (US)*
- Launch Dynamix
- *Tenapanor (Ardelyx) in Hyperphosphatemia (US)**

Glomerular Diseases

- RealWorld Dynamix
- *Alport Syndrome (US)*
 - *Focal Segmental Glomerulosclerosis (US)*
 - *IgA Nephropathy (US)*
 - *Membranous Nephropathy (US)*
 - *Lupus Nephritis (US)*
- Market Dynamix
- *Focal Segmental Glomerulosclerosis (FSGS) (US)*
 - *IgA Nephropathy (US)*
 - *Membranous Nephropathy (US)*
 - *Lupus Nephritis (US)*
 - *Glomerular Diseases (EU)*
- Launch Dynamix
- *Benlysta (GSK) in Lupus Nephritis (US)**
 - *Voclosporin (Aurinia) in Lupus Nephritis (US)**
 - *Obinutuzumab (Genentech/Roche) in Lupus Nephritis (US)**

Polycystic Kidney Disease

- RealTime Dynamix
- *Polycystic Kidney Disease (US)*
- RealWorld Dynamix
- *Polycystic Kidney Disease (US)*

Other Services

- Special Topix
- *The Business of Nephrology (US)*

**Pending approvals and launch*



Migraine

- RealTime Dynamix
- *Migraine (US)*
 - *Migraine (EU)*
- RealWorld Dynamix
- *Acute Treatment Switching in Migraine (US)*
 - *Preventive Treatment Switching in Migraine (US)*

Multiple Sclerosis

- RealTime Dynamix
- *Multiple Sclerosis (US)*
 - *Multiple Sclerosis (EU)*
 - *Multiple Sclerosis (Canada)*
- RealWorld Dynamix
- *DMT New Starts in Multiple Sclerosis (US)*
 - *DMT Switching in Multiple Sclerosis (US)*
 - *DMT Switching in Multiple Sclerosis (EU)*
 - *Progressive Forms of Multiple Sclerosis (US)*
- Launch Dynamix
- *Zeposia (BMS) in Multiple Sclerosis (US)*
 - *Kesimpta (Novartis) in Multiple Sclerosis (US)*
 - *Ponesimod (Janssen) in Multiple Sclerosis (US)**

Rare Neurology

- Market Dynamix
- *Alzheimer's Disease (US)*
 - *Amyotrophic Lateral Sclerosis (US)*
 - *Neuromyelitis Optica Spectrum Disorder (US)*
 - *Progressive Forms of MS (US)*

Other Services

- Special Topix
- *MS Market Landscape (US)*
 - *The Business of Neurology (US)*



Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis

- RealTime Dynamix
- *Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis (US)*
 - *Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis (EU)*

- RealWorld Dynamix
- *Moderate to Severe Axial Spondyloarthritis (US)*

- Launch Dynamix
- *IL-17 Inhibitors in nr-axSpA (US)* – Cosentyx (Novartis), Taltz (Eli Lilly)
 - *Rinvoq (AbbVie) in Ankylosing Spondylitis (US)**

Psoriatic Arthritis

- RealTime Dynamix
- *Psoriatic Arthritis (US)*
 - *Psoriatic Arthritis (EU)*

- RealWorld Dynamix
- *Biologic/Small Molecule New Starts in Psoriatic Arthritis (US)*
 - *Biologic/Small Molecule Switching in Psoriatic Arthritis (US)*

- Launch Dynamix
- *Tremfya (Janssen) in Psoriatic Arthritis (US)*
 - *Rinvoq (AbbVie) in Psoriatic Arthritis (US)**

Rheumatoid Arthritis

- RealTime Dynamix
- *Rheumatoid Arthritis (US)*
 - *Rheumatoid Arthritis (EU)*

- RealWorld Dynamix
- *Biologic/Small Molecule New Starts in Rheumatoid Arthritis (US)*
 - *Biologic/Small Molecule Switching in Rheumatoid Arthritis (US)*
 - *Biologic/Small Molecule Switching in Rheumatoid Arthritis (EU)*

- Launch Dynamix
- *Filgotinib (Gilead/Galapagos) in Rheumatoid Arthritis (US)**

*Pending approvals and launch

Lupus

- RealWorld Dynamix
- *Lupus Nephritis (US)*
 - *Systemic Lupus Erythematosus (US)*

- Market Dynamix
- *Lupus Nephritis (US)*
 - *Systemic Lupus Erythematosus (US)*

Rare Rheumatology

- Market Dynamix
- *Behçet's Disease (US)*
 - *Giant Cell Arteritis (US)*
 - *Osteoarthritis (US)*
 - *Sjögren's Syndrome (US)*
 - *Vasculitis (US)*

Other Services

- Special Topix
- *The Business of Rheumatology (US)*

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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