

2022 Publication Plan

Spherix Global Insights

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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, highlighting 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 physicians)
- Qualitative interviews (n=6-8 physicians, n=1-2 KOLs)

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 respondents)
- EU5: semiannual report (n=250 respondents)
- Canada: semiannual report (n=50 respondents)

LAUNCH DYNAMIX

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

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)

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)

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)*

LAUNCH DYNAMIX

- *Adbry (LEO) in Atopic Dermatitis (US)*
- *Cibinqo (Pfizer) in Atopic Dermatitis (US)*
- *Olumiant (Lilly) in Atopic Dermatitis (US)**
- *Opzelura (Incyte) in Atopic Dermatitis (US)*
- *Rinvoq (AbbVie) in Atopic Dermatitis (US)*

REALWORLD DYNAMIX

- *Moderate to Severe Atopic Dermatitis (US)*
- *Advanced Systemics in Atopic Dermatitis (EU)*

Plaque Psoriasis

REALTIME DYNAMIX

- *Plaque Psoriasis (US)*
- *Plaque Psoriasis (EU)*

LAUNCH DYNAMIX

- *Bimekizumab (UCB) in Psoriasis (US)**
- *Deucravacitinib (BMS) in Psoriasis (US)**
- *Tapinarof (Dermavant) in Psoriasis (US)**

REALWORLD DYNAMIX

- *Biologic/Small Molecule New Starts in Psoriasis (US)*
- *Biologic/Small Molecule Switching in Psoriasis (US)*
- *Biologic/Small Molecule Switching in Psoriasis (EU)*
- *Biologic/Small Molecule Switching in PsA - Dermatology Perspective (US)*

*Pending approvals and launch

Note: Services may change due to factors such as FDA approval status and other market events

Emerging Dermatology

MARKET DYNAMIX

- Alopecia Areata (US)
- Alopecia Areata (EU)
- Chronic Spontaneous Urticaria (US)
- Hidradenitis Suppurativa (US)
- Hidradenitis Suppurativa (EU)
- Prurigo Nodularis (US)
- Vitiligo (US)

LAUNCH DYNAMIX

- Ligelizumab (Novartis) in Chronic Spontaneous Urticaria (US)*
- Olumiant (Eli Lilly) in Alopecia Areata (US)*
- Ritlecitinib (Pfizer) in Alopecia Areata (US)*
- Ruxolitinib (Incyte) in Vitiligo (US)*

Other Services

SPECIAL TOPIX

- Biosimilars Today and Tomorrow - Dermatology (US)
- Multi-Specialty Impact of COVID-19 - Dermatology (US)

*Pending approvals and launch

Note: Services may change due to factors such as FDA approval status and other market events



Inflammatory Bowel Disease

REALTIME DYNAMIX

- Crohn's Disease (US)
- Crohn's Disease (EU)
- Ulcerative Colitis (US)
- Ulcerative Colitis (EU)

LAUNCH DYNAMIX

- Etrasimod (Arena) in Ulcerative Colitis (US)*
- Mirikizumab (Eli Lilly) in Ulcerative Colitis (US)*
- Rinvoq (AbbVie) in Ulcerative Colitis (US)
- Skyrizi (AbbVie) in Crohn's Disease (US)*
- Zeposia (BMS) in Ulcerative Colitis (US)

REALWORLD DYNAMIX

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

Irritable Bowel Syndrome

MARKET DYNAMIX

- Irritable Bowel Syndrome (US)

LAUNCH DYNAMIX

- Ibsrela (Ardelyx) in Irritable Bowel Syndrome (US)

Emerging Gastroenterology

MARKET DYNAMIX

- Celiac Disease (US)
- Clostridioides Difficile (US)
- Eosinophilic Esophagitis (US)
- Nonalcoholic Fatty Liver Disease/Non-alcoholic Steatohepatitis (US)
- Primary Biliary Cholangitis (US)

LAUNCH DYNAMIX

- APT-1011 (Ellodi) in Eosinophilic Esophagitis (US)*
- Dupixent (Sanofi/Regeneron) in Eosinophilic Esophagitis (US)*

*Pending approvals and launch

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Other Services

SPECIAL TOPIX

- *Biosimilars Today and Tomorrow - Gastroenterology (US)*
- *Multi-Specialty Impact of COVID-19 - Gastroenterology (US)*
- *The Business of Gastroenterology (US)*

**Pending approvals and launch*

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Kidney Disease

MARKET DYNAMIX

- *Cross-Specialty Management of CKD & DKD with SGLT2 Inhibitors (US)*
- *Fabry Disease (US)*

REALTIME DYNAMIX

- *Chronic Kidney Disease & Diabetic Kidney Disease (US)*
- *Hyperkalemia (US)*

LAUNCH DYNAMIX

- *Kerendia (Bayer) in Diabetic Kidney Disease (US)*
- *Korsuva (Vifor) in Uremic Pruritus (US)*

REALWORLD DYNAMIX

- *Chronic Kidney Disease, Non-Dialysis (US)*
- *Chronic Kidney Disease, Non-Dialysis - PCP Perspective (US)*
- *Chronic Kidney Disease, Non-Dialysis (EU)*
- *Dialysis (US)*

Renal Anemia

REALTIME DYNAMIX

- *Renal Anemia (US)*
- *Renal Anemia (EU)*

Bone and Mineral Metabolism

REALTIME DYNAMIX

- *Bone and Mineral Metabolism (US)*
- *Renal Dietitians (US)*

LAUNCH DYNAMIX

- *Tenapanor (Ardelyx) in Hyperphosphatemia (US)**

Polycystic Kidney Disease

REALTIME DYNAMIX

- *Polycystic Kidney Disease (US)*

**Pending approvals and launch*

Note: Services may change due to factors such as FDA approval status and other market events

Glomerular Diseases

MARKET DYNAMIX

- *Atypical Hemolytic Uremic Syndrome (US)*
- *Complement Disorders (US)*
- *Complement Disorders (EU)*
- *Complement Disorders (Japan)*
- *Focal Segmental Glomerulosclerosis (US)*
- *Focal Segmental Glomerulosclerosis (EU)*
- *IgA Nephropathy (US)*
- *IgA Nephropathy (EU)*
- *IgA Nephropathy (Japan)*
- *Membranous Nephropathy (US)*
- *Membranous Nephropathy (EU)*
- *Membranous Nephropathy (Japan)*

LAUNCH DYNAMIX

- *Tarpeyo (Calliditas) in IgA Nephropathy (US)*

REALWORLD DYNAMIX

- *Alport Syndrome (US)*
- *Focal Segmental Glomerulosclerosis (US)*
- *IgA Nephropathy (US)*
- *Membranous Nephropathy (US)*

Lupus Nephritis

REALTIME DYNAMIX

- *Lupus Nephritis (US) [Kicking off in Q3 2022!]*

LAUNCH DYNAMIX

- *Benlysta (GSK) and Lupkynis (Aurinia) in Lupus Nephritis (US)*

REALWORLD DYNAMIX

- *Lupus Nephritis (US)*

Other Services

SPECIAL TOPIX

- *Feedback from ASN Conference 2022 (US)*
- *Renal Pipeline Tracker*
- *The Business of Nephrology (US)*

**Pending approvals and launch*

Note: Services may change due to factors such as FDA approval status and other market events



Migraine

REALTIME DYNAMIX

- *Migraine (US)*
- *Migraine - PCP Perspective (US)*
- *Migraine (EU)*

LAUNCH DYNAMIX

- *AXS-07 (Axsome) in Acute Migraine (US)**
- *DHE Autoinjector (Amneal) in Acute Migraine (US)**
- *Nurtec ODT (Biohaven) for Prevention in Migraine (US)*
- *Qulipta (Allergan/AbbVie) in Migraine (US)*
- *Trudhesa (Impel) in Acute Migraine (US)*
- *Zavegepant (Biohaven) in Acute Migraine (US)**

REALWORLD DYNAMIX

- *Preventive Treatment in Migraine (US)*

Multiple Sclerosis

REALTIME DYNAMIX

- *Multiple Sclerosis (US)*
- *Multiple Sclerosis (EU)*
- *Multiple Sclerosis (Canada)*

LAUNCH DYNAMIX

- *Kesimpta (Novartis) in Multiple Sclerosis (US)*
- *Ponvory (Janssen) in Multiple Sclerosis (US)*
- *Ublituximab (TG Therapeutics) in Multiple Sclerosis (US)**

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)*

*Pending approvals and launch

Note: Services may change due to factors such as FDA approval status and other market events

Emerging Neurology

MARKET DYNAMIX

- *Alzheimer's Disease (US)*
- *Amyotrophic Lateral Sclerosis (US)*
- *Neuromyelitis Optica Spectrum Disorder (US)*
- *Generalized Myasthenia Gravis (US)*

LAUNCH DYNAMIX

- *Gantenerumab (Roche) in Alzheimer's Disease (US)**
- *Lecanemab (Eisai/Biogen) in Alzheimer's Disease (US)**
- *Vyvgart (Argenx) and Ultomiris (Alexion) in Generalized Myasthenia Gravis (US)*

Other Services

SPECIAL TOPIX

- *Impact of CMS Reimbursement Decision on Alzheimer's Disease Therapies (US)*

**Pending approvals and launch*

Note: Services may change due to factors such as FDA approval status and other market events



Neovascular Age-Related Macular Degeneration

- REALTIME DYNAMIX** • *Neovascular Age-Related Macular Degeneration (US)*
- LAUNCH DYNAMIX** • *Vabysmo (Roche/Genentech) in Age-Related Macular Degeneration (US)*
- REALWORLD DYNAMIX** • *Treatment Switching in Neovascular Age-Related Macular Degeneration (US)*
- SPECIAL TOPIX** • *Market Entry of Susvimo (Genentech) - Port Delivery System in Neovascular Age-Related Macular Degeneration (US)*

Diabetic Macular Edema

- REALTIME DYNAMIX** • *Diabetic Macular Edema (US)*
- LAUNCH DYNAMIX** • *Vabysmo (Roche/Genentech) in Diabetic Macular Edema (US)*
- REALWORLD DYNAMIX** • *Treatment Switching in Diabetic Macular Edema (US)*

Diabetic Retinopathy

- REALTIME DYNAMIX** • *Diabetic Retinopathy (US)*
- REALWORLD DYNAMIX** • *Treatment Switching in Diabetic Retinopathy (US)*

Emerging Ophthalmology

- MARKET DYNAMIX** • *Dry Age-Related Macular Degeneration / Geographic Atrophy (US)*

Other Services

LAUNCH DYNAMIX

- *Byooviz (Samsung Bioepis and Biogen) Ranibizumab Biosimilar (US)*
- *FYB201 (Coherus BioSciences) Ranibizumab Biosimilar (US)**

SPECIAL TOPIX

- *Biosimilars Today and Tomorrow - Ophthalmology (US)*

**Pending approvals and launch*

Note: Services may change due to factors such as FDA approval status and other market events



Ankylosing Spondylitis & Non-Radiographic Axial Spondyloarthritis

REALTIME DYNAMIX

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

LAUNCH DYNAMIX

- *Rinvoq (AbbVie) in Ankylosing Spondylitis (US)**
- *Xeljanz (Pfizer) in Ankylosing Spondylitis (US)*

Psoriatic Arthritis

REALTIME DYNAMIX

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

LAUNCH DYNAMIX

- *Rinvoq (AbbVie) in Psoriatic Arthritis (US)*
- *Skyrizi (AbbVie) in Psoriatic Arthritis (US)*

REALWORLD DYNAMIX

- *Biologic/Small Molecule Switching in Psoriatic Arthritis (US)*
- *Biologic/Small Molecule Switching in Psoriatic Arthritis (EU)*
- *Biologic/Small Molecule Switching in PsA - Dermatology Perspective (US)*

Rheumatoid Arthritis

REALTIME DYNAMIX

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

REALWORLD DYNAMIX

- *Biologic/Small Molecule Switching in Rheumatoid Arthritis (US)*
- *Biologic/Small Molecule Switching in Rheumatoid Arthritis (EU)*

*Pending approvals and launch

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Lupus

MARKET DYNAMIX

- *Systemic Lupus Erythematosus (US)*
- *Systemic Lupus Erythematosus (EU)*

REALTIME DYNAMIX

- *Lupus Nephritis (US) [Kicking off in Q3 2022!]*

LAUNCH DYNAMIX

- *Benlysta (GSK) and Lupkynis (Aurinia) in Lupus Nephritis (US)*
- *Saphnelo (AstraZeneca) in Systemic Lupus Erythematosus (US)*

REALWORLD DYNAMIX

- *Lupus Nephritis (US)*
- *Moderate to Severe Systemic Lupus Erythematosus (US)*
- *Moderate to Severe Systemic Lupus Erythematosus (EU)*
- *Saphnelo in Moderate to Severe SLE - Mini Pulse (US)*

Emerging Rheumatology

MARKET DYNAMIX

- *Giant Cell Arteritis (US)*
- *Gout (US)*

Other Services

SPECIAL TOPIX

- *Biosimilars Today and Tomorrow - Rheumatology (US)*
- *Multi-Specialty Impact of COVID-19 - Rheumatology (US)*

*Pending approvals and launch

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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.

Invest in Intelligence that Delivers

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