

Reimbursement IQ: 2009 State of Rheumatology Special Report

The Payer Perspective on the Most Pertinent Issues in Rheumatology, Including Reaction to Key Clinical and Economic Data Presentations at the 2009 ACR Scientific Meeting

- To order the 2009 Rheumatology Special Report, please fill out the order form [here](#).

Introduction

Rheumatology is a dynamic and evolving therapeutic area that is high on the radar of Commercial and Government Payers. With the proliferation of biologics and products that rely on personalized medicine, the rheumatology market landscape continues to evolve rapidly. Payers are increasing their focus on management of therapies in high cost categories like *rheumatoid arthritis*, *psoriatic arthritis*, *lupus* and *gout*, and implementing controls to ensure appropriate utilization and minimization of cost. Payers' focus on cost-minimization presents significant challenges for manufacturers with pipeline and currently marketed products.

Report Overview

The **Reimbursement IQ: 2009 State of Rheumatology Special Report** provides comprehensive analysis of four key targeted therapeutic areas: *Rheumatoid Arthritis*, *Psoriatic Arthritis*, *Lupus* and *Gout*. This insightful Report will uncover Payer decision-makers' perspectives across a wide range of topics, including:

- **Market Landscape Assessment**
 - Treatment algorithm evaluation including assessment of perceived points of differentiation and “value story” of existing treatments
- **Management of Current Treatment Options**
 - Assessment of formulary status for current treatment options
- **Perception of Unmet Need**
 - Clinical endpoints as well as economic factors
- **Future Market Trends and Expectations**
 - Expectations for changes in market landscape including scenario and price sensitivity analysis
- **Evaluation of New Market Entrants**
 - Clinical and economic value assessment based on clinical trial data presented at ACR, including, *but not limited to* the following therapies:
 - Rheumatoid Arthritis
 - CP-690,550
 - Infliximab
 - Psoriatic Arthritis
 - Apremilast
 - Lupus
 - Tacrolimus
 - Belimumab
 - Gout
 - RDEA-594

Methodology

Reimbursement Intelligence will conduct the **Reimbursement IQ: 2009 State of Rheumatology Special Report** survey following the close of the ACR meeting on October 16-22, 2009. The survey will be fielded to **50** Medical and Pharmacy Directors, representing the largest national and regional Commercial/Medicare plans and Medicaid states.

- Purchasers also have the opportunity to add confidential and/or proprietary questions about any area or product relevant to rheumatology
- Reimbursement Intelligence will provide an in-person presentation of the results for purchasing companies

Reimbursement Intelligence is a nationally recognized management consultancy specializing in the pharmaceutical, biologic and device industries, with a distinct focus on Market Access and Reimbursement strategies. Our clients include international biotech, pharmaceutical and medical device companies, as well as financial analyst, venture capital and institutional investor groups.

Timing

- For companies that opt to add proprietary questions to the survey, those questions must be submitted no later than **October 16, 2009**
- The comprehensive written Report will be available **November 30**
- Proprietary results will be available by **November 12th**

Budget

- **RIQ – 2009 State of Rheumatology Special Report (Comprehensive written report and in-person presentation of results)** **\$25,000**
- **Report *plus* up to 10 proprietary survey questions** **\$35,000**

Why Purchase the 2009 State of Rheumatology Special Report?

- Understand the current and future market landscape of the targeted therapy areas from a reimbursement and market access perspective
- Gauge level of perceived clinical and economic unmet needs
- Gain insight into the payers' approach to management of current and pipeline products

For questions and ordering information, please contact us at **973.805.2300** or visit www.reimbursementintelligence.com



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