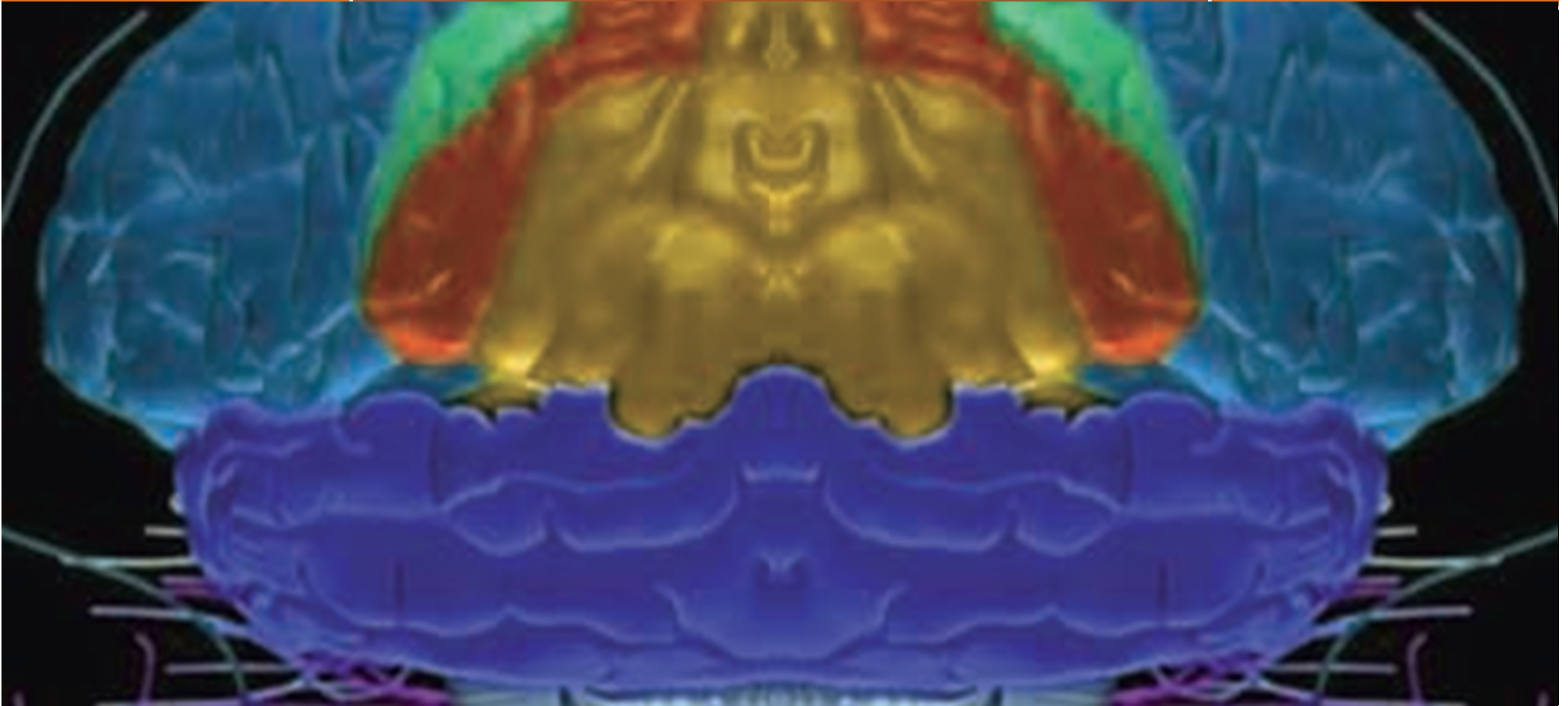




Tracking Depresión & Ansiedad

Ejemplo con datos ficticios

Product Usage For Treatment Of Unipolar Depression And Anxiety

fictitious data

2

	% of MDs					
	Total (A)	Italy (D)	France (G)	UK (J)	Spain (M)	Germany (P)
Brand A	90 ^{DG}	85	81	93 ^{DG}	95 ^{ADG}	100 ^{ADGJM}
Brand B	86	84	86	90	83	91
Brand C	84 ^{JMP}	94 ^{AJMP}	97 ^{AJMP}	77	78	69
Brand D	78 ^D	45	85 ^{AD}	92 ^{ADG}	85 ^{AD}	86 ^{AD}
Brand E	71 ^{JM}	84 ^{AJM}	87 ^{AJM}	52	54	85 ^{AJM}
Brand F	28 ^{DM}	14	41 ^{ADM}	34 ^{DM}	17	49 ^{ADJM}
Brand G	91 ^J	94 ^J	91	87	89	97 ^{AGJM}
Brand H	85 ^D	72	89 ^D	87 ^D	82 ^D	98 ^{ADGJM}
Brand I	66 ^{JM}	94 ^{AJM}	96 ^{AJM}	58 ^M	22	96 ^{AJM}
Brand J	33 ^M	42 ^{AGM}	30 ^M	51 ^{AGM}	1	92 ^{ADGJM}
Brand K	29 ^{JM}	24 ^M	65 ^{ADJM}	18 ^M	2	54 ^{ADJM}
Brand L	25 ^{DM}	9	39 ^{ADM}	29 ^{DM}	9	62 ^{ADGJM}
Brand M	6 ^{DGJP}	n/a	29 ^{ADGJP}	0	0	1
Brand N	64 ^D	53	58	72 ^{ADG}	64 ^D	83 ^{ADGJM}
Brand O	45 ^{DJ}	24	44 ^D	37 ^D	52 ^{DJ}	66 ^{ADJM}
Brand P	42 ^M	49 ^{AM}	68 ^{ADM}	62 ^{ADM}	2	76 ^{ADJM}
Brand Q	83 ^D	50	83 ^D	94 ^{ADG}	93 ^{ADG}	96 ^{ADG}
Brand R	53 ^{DM}	36	97 ^{ADJMP}	49 ^{DM}	35	53 ^{DM}
Brand S	28 ^{DJMP}	15 ^{JP}	91 ^{ADJMP}	2	9 ^J	6
Brand T	23 ^{DJMP}	5	83 ^{ADJMP}	8 ^M	2	9 ^M
Brand U	22 ^{DJMP}	n/a	92 ^{ADJMP}	1	1	1
Brand V	38 ^{DM}	32 ^M	64 ^{ADJM}	45 ^{DM}	7	79 ^{ADGJM}
Brand W	34 ^{DJP}	12	79 ^{ADJMP}	23 ^{DP}	29 ^{DP}	6
	(n=616)	(n=120)	(n=122)	(n=117)	(n=120)	(n=137)

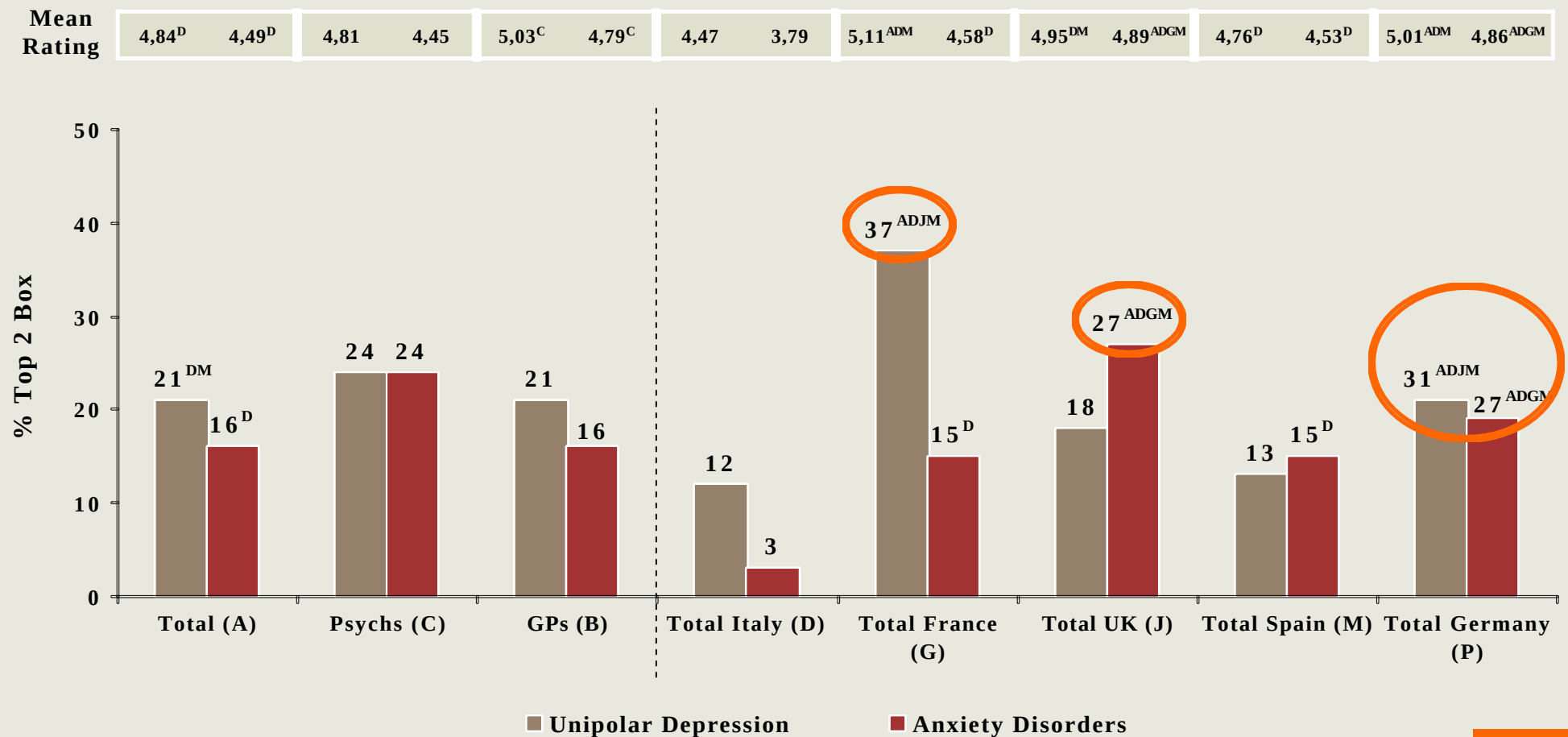
Base: Total MDs

Q.12: Please indicate your experience/familiarity with each of the following products for the treatment of unipolar depression and/or anxiety.

Overall Fulfillment Of The Unipolar Depression And Anxiety Markets

fictitious data

3



Base: Total MDs

Based on a 7-point scale where 1 = "Not at all fulfilled" and 7 = "Extremely fulfilled"

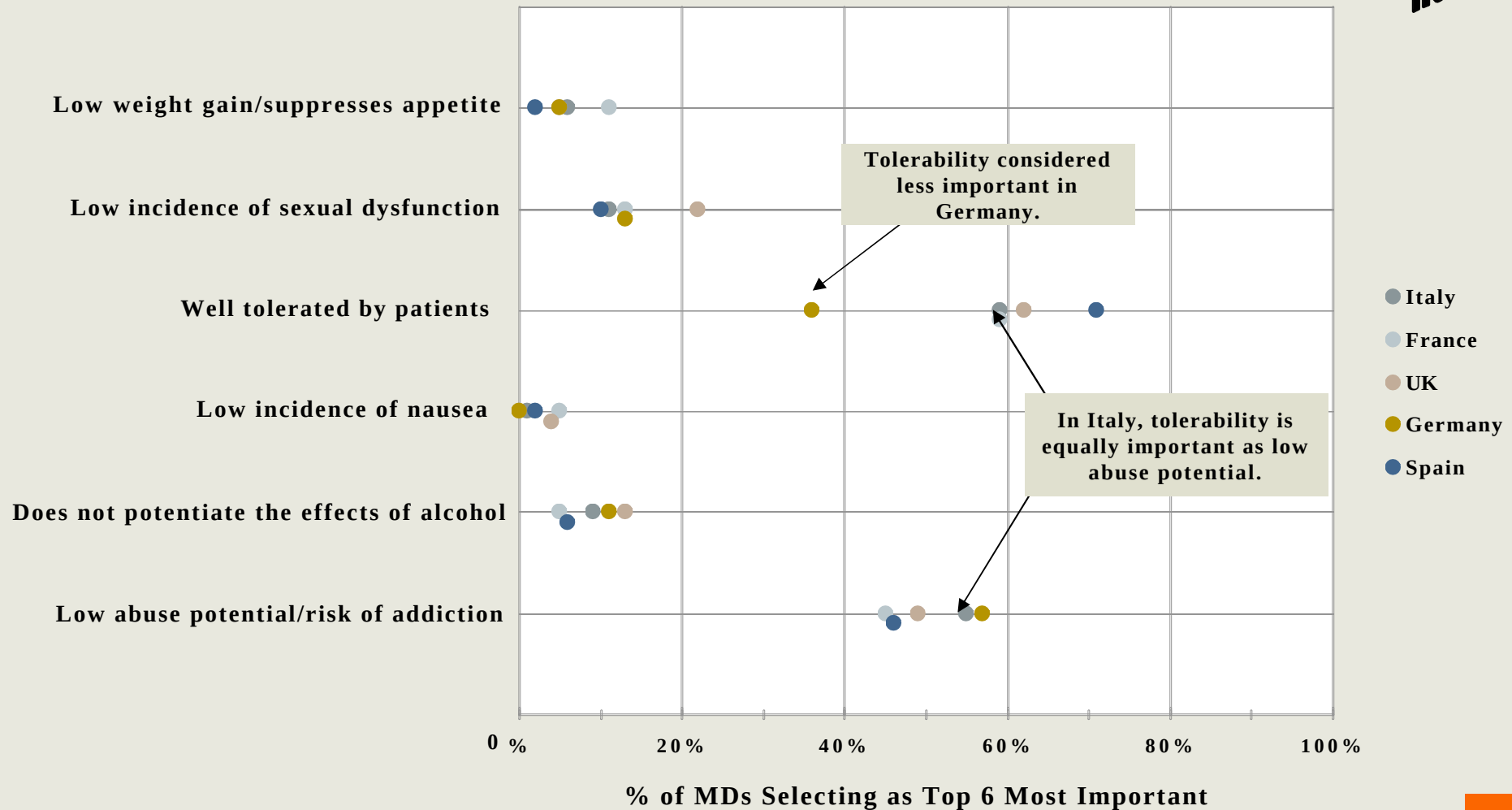
Q.36/38: How well fulfilled is the treatment of unipolar depression/anxiety by currently available products?

GfK

Stated Importance of Safety/Side Effects Attributes For Anxiety – By Country

fictitious data

4



*Note: In most cases, differences of 10 percentage points denote statistical significance between countries.

Base: Total MDs

Q.37a: Listed below are some attributes that can be associated with treatments for anxiety. Please review the full list of attributes below and choose the 6 that are most important to you when selecting a treatment for your anxiety patients.

Comparison Of Unmet Needs – Anxiety – By Country (cont.)

fictitious data

5

Attribute	Anxiety: Total MDs									
	Italy		France		UK		Spain		Germany	
	Stated	Derived	Stated	Derived	Stated	Derived	Stated	Derived	Stated	Derived
Improves anxiety without sedation	☒	☒	☒							
Improves sleep symptoms without sedation				☒				☒	☒	
Improves anxiety without cognitive impairment	☒	☒			☒	☒				
Improves motivation and task completion				☒					☒	☒
Improves lethargy/low energy/fatigue		☒				☒				
Does not potentiate the effects of alcohol				☒						
Increases appetite						☒				
Improves focus and concentration		☒								☒
Improves anxiety without psychomotor impairment			☒					☒		

Derived Importance is calculated using a Pearson Product-Moment correlation, which examines the relationship of each product attribute to prescription level. Please see page 129 in the Methodology section for further explanation on the derived importance analysis.

Note: Unmet needs are the most significant opportunities for manufacturers. These factors are considered to be of very high stated importance, but there is room for improvement in fulfilling needs.

Expected Net Change In Prescribing Of Unipolar Depression/Anxiety Treatments – By Country

fictitious data

6

	% Net Change				
	Italy (D)	France (G)	UK (J)	Spain (M)	Germany (P)
Tricyclic antidepressants	17 ^G	4	25 ^{DG}	18 ^G	28 ^{DGM}
Duloxetine	14 ^{GJ}	-22	6 ^G	32 ^{DGJ}	29 ^{DGJ}
Aripiprazole	n/a	n/a	3	24 ^{JP}	4
Milnacipran	12 ^G	-6	15 ^{GMP}	7 ^G	8 ^G
Quetiapine fumarate	12 ^{GJMP}	5 ^P	3 ^P	4 ^P	-2
Trazodone	9 ^{MP}	4	8 ^{MP}	2	3
Olanzapine	-6	-6	14 ^{DGJP}	9 ^{DG}	4
Mirtazapine	-2	-1	-2	10 ^{DGJP}	-3
Venlafaxine	-5	-3	1	2	14 ^{DGJM}
Escitalopram	-8	14 ^{DJM}	-3	-5	8 ^{DJM}
Fluoxetine	1	-8	-14	-3	1
Paroxetine	-15	-19	16 ^{DGMP}	5 ^{DGP}	-4
Citalopram	-11	-11	-8	-8	0
Sertraline	-20	-9	4	-15	-9
Benzodiazepines	16 ^{GJMP}	-10	-10	-25	-21

Small net increase expected in Germany.

Base: Total MDs

Net change = Total MDs expecting to increase usage of a drug for next 100 patients minus those expecting to decrease usage for their next 100 patients.

Q.18: Thinking of your last 100 unipolar depression and/or anxiety patients who required prescription therapy (including new start patients, treatment switches, or refills), how many were prescribed each of the following products?

Q.19: Thinking of your next 100 unipolar depression and/or anxiety patients who will require prescription therapy (including new start patients, treatment switches, or refills), how many will be prescribed each of the following products?

Product Evaluation – Spain – Total MDs

fictitious data

7

	Mean Rating						
	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F	Brand G
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Improves focus and concentration	4.81 ^{BCDEF}	3.84 ^F	4.45 ^{BEF}	4.41 ^{BEF}	3.67 ^F	3.30	4.70 ^{BEF}
Increases appetite	3.49 ^G	4.28 ^{ACDG}	3.62 ^G	3.76 ^{AG}	4.39 ^{ACDG}	4.42 ^{ACDG}	2.90
Improves motivation and task completion	4.95 ^{BEFG}	4.64 ^{EG}	5.04 ^{BEFG}	5.11 ^{ABEFG}	3.79 ^G	4.65 ^{EG}	2.61
Improves lethargy/low energy/fatigue	4.96 ^{BEFG}	4.09 ^{EFG}	5.09 ^{BEFG}	5.00 ^{BEFG}	2.94 ^G	3.64 ^{EG}	2.64
Improves antidepressant effect as augmentation	4.95 ^{BEFG}	4.37 ^{EFG}	4.87 ^{BEFG}	5.18 ^{ABCEFG}	3.13	3.87 ^{EG}	2.88
Effectively controls somatic symptoms	4.29 ^{BEG}	3.99 ^{EG}	4.82 ^{ABDEFG}	4.58 ^{ABEFG}	3.35	4.14 ^{EG}	3.41
Improves sleep symptoms without sedation	3.97 ^{CF}	3.84	3.83	3.85	3.77	3.70	3.99 ^F
Effective in getting patients to full remission	4.58 ^{BEFG}	3.77 ^{EFG}	4.53 ^{BEFG}	4.58 ^{BEFG}	2.93	3.11 ^G	2.77
Better maintained effectiveness	5.08 ^{BEFG}	4.60 ^{EFG}	5.13 ^{BEFG}	5.34 ^{ABCEFG}	3.45 ^G	4.15 ^{EG}	3.00
Faster symptom control	4.91 ^{BEFG}	4.41 ^{EFG}	4.91 ^{BEFG}	5.07 ^{ABCEFG}	3.10 ^G	3.78 ^{EG}	2.89
Reduces irritability	4.69 ^{CFG}	4.69 ^{DFG}	4.56 ^F	4.55 ^F	4.60 ^F	4.09	4.38 ^F
Improves anxiety without sedation	5.26 ^{EFG}	5.16 ^{EFG}	5.17 ^{EFG}	5.32 ^{CEFG}	3.68 ^G	4.47 ^{EG}	3.34
Effective in treatment-resistant patients	4.62 ^{BEFG}	3.98 ^{EG}	4.95 ^{ABEFG}	5.35 ^{ABCEFG}	3.65 ^G	4.22 ^{EG}	2.59
Effective for depression with co-morbid anxiety	5.03 ^{BEFG}	4.31 ^{EFG}	4.91 ^{BEFG}	4.92 ^{BEFG}	2.95	3.32 ^E	3.13
Improves depression without sedation	4.75 ^{BEFG}	4.01 ^{EFG}	4.71 ^{BEFG}	4.64 ^{BEFG}	3.32	3.22	3.20
Improves anxiety without psychomotor impairment	4.77 ^{BCEFG}	4.31 ^{EFG}	4.63 ^{BEFG}	4.67 ^{BEFG}	3.40	3.61	3.75 ^E
Improves anxiety without cognitive impairment	5.24 ^{BEFG}	4.08 ^{EFG}	5.26 ^{BEFG}	5.29 ^{BEFG}	2.86 ^G	3.21 ^{EG}	2.24
Low weight gain/suppresses appetite	4.08 ^{BDEFG}	2.99 ^{EF}	4.07 ^{BDEFG}	3.84 ^{BEF}	2.67	2.63	3.64 ^{BEF}
Low incidence of sexual dysfunction	3.62 ^{BEF}	2.49	3.82 ^{ABDEF}	3.57 ^{BEF}	3.19 ^{BF}	2.51	4.03 ^{ABDEF}
Does not potentiate the effects of alcohol	5.19 ^{BCDEFG}	4.12 ^{EF}	4.71 ^{BEF}	4.73 ^{BEF}	3.58 ^F	3.06	4.79 ^{BEF}
Low incidence of nausea	4.08 ^{BCF}	3.35	3.60 ^B	4.11 ^{BCF}	4.27 ^{BCF}	3.63 ^B	5.02 ^{ABCDEFG}
Well tolerated by patients	4.14 ^{BCDEFG}	3.65 ^{EFG}	3.94 ^{BEFG}	3.96 ^{BEFG}	3.19 ^{FG}	2.80 ^G	2.14
Low abuse potential/risk of addiction	5.08 ^{BEFG}	4.66 ^G	5.06 ^{BEFG}	5.06 ^{BEFG}	4.77 ^{FG}	4.50 ^G	2.62
	(n=137)	(n=137)	(n=137)	(n=137)	(n=131)	(n=137)	(n=137)

Base: MDs aware of products used to treat unipolar depression and/or anxiety

Based on a 7-point scale where 1 = "Does not describe at all" and 7 = "Describes extremely well"

Q.39: Listed below are some products that can be used for the treatment of unipolar depression and/or anxiety. Please indicate how well each product is described by each attribute.