



Future Focus™: Myelodysplastic Syndromes

The Current and Future U.S. Market for Myelodysplastic Syndromes

Myelodysplastic syndromes (MDS) are diseases of the blood cells and can have varying degrees of impact on a person's life ranging from mild anemia to acute myeloid leukemia. MDS is an increasingly visible and growing disease that is not well covered by existing data sources.

This unique new report was produced to provide companies with an impartial assessment of the current population and clinical landscape of MDS. Emerging new drugs to treat MDS may also show promising opportunities for other indications such as leukemia. This report reviews the current medical and market climates for MDS and assesses future treatment(s) and potential opportunities arising from market evolution.

Topics Include

- *Disease Background* – discussion on the disease state and key classification systems (FAB, WHO, IPSS)
- *Patient Population* – U.S. estimates for incidence, survival, leukemic progression, and prevalence; discussion of prognosis and IPSS risk groups
- *Clinical Management* – current and future looks at clinical management for MDS patients
- *Emerging Technologies* – market overview, timeline, and profiles of new agents
- *Competitive Landscape* – current market value, competitors, and forecasts to 2015
- *Implications and Strategies for Manufacturers* – strategic recommendations for companies with products in development

Profiled Current and Emerging MDS Agents*

- | | |
|---------------|-------------|
| • Clofarex | • Thalomid |
| • Cloretazine | • Trisenox |
| • Dacogen | • Vidaza |
| • Revlimid | • Zarnestra |
| • Sarasar | |

* Partial list

Price

- \$25,000 (see reply form)

DaVinci Oncology Specialists is the *Oncology Center of Excellence* for The Mattson Jack Group, Inc. DaVinci's **Future Focus™** and **Cancer Perspectives™** reports provide clients with strategic, value-added analyses that are unique among available sources. Our focus in this report is to understand the current and future U.S. MDS market.

Unique Features of This Report

- Forward-looking review and analysis of the rapidly evolving MDS drug market in the United States
- Best available epidemiology using rigorous DaVinci modeling
- Illumination of prospects for new drug development for treating MDS patients
- Practicing physician opinion on current treatment and use of new therapies for these diseases
- Projections of the MDS market based on primary and secondary information with forecasts through 2015
- Discussion of hurdles and opportunities for entering this market
- Identification and analysis of strategies for winning in this market

Benefits

Marketing management, product managers, and market research analysts in both major pharmaceutical and biotech companies will find this report invaluable for scoping the size of the current and future MDS market; sales forecasting new products; and successful strategic planning and business development opportunities in the future MDS market. Our report will enable you to:

- Be abreast of thought-leader and community physician opinion. Use our independent assessments to validate or challenge in-house assumptions
- Count on DaVinci's tested epidemiology and market models to provide the background and direction you need
- Tap the expertise of dedicated DaVinci researchers and consultants
- Stay ahead of the curve regarding this rapidly developing market

Methodology

The DaVinci team used a variety of techniques and methods to complete this report including:

- Surveys of 597 oncologists and hematologists in April and October 2004
- Attendance and review of material from:
 - 40th Annual ASCO Meeting, New Orleans – June 2004
 - 30th ESMO Congress, Vienna – October 2004
 - Chemotherapy Foundation Symposium – NY, November 2004
 - 46th ASH Annual Meeting, San Diego – December 2004
- Research articles from scientific journals, and information from text books and websites (government and private organizations)
- Quantitative and qualitative techniques for analyzing and interpreting data and developing population and market forecasts

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Prices are in effect as of April 1, 2005 and are subject to change

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