



I. OBJECTIVES

GLAUCOMA STETHOS MONITOR is the only multicountry monitor for the follow-up of both new prescriptions and the entire market with its 2 modules – DP Monitor and TM Monitor.

DP MONITOR
"Dynamic prescriptions"

"what physicians currently choose when starting or changing Glaucoma treatment"

TM MONITOR
"Total market"

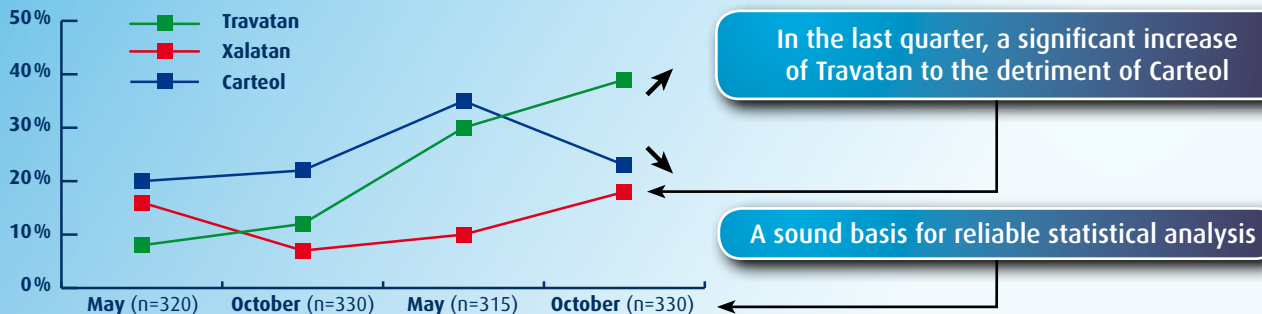
"snapshot" of OHT and OAG patients monitored

II. THE STRENGTHS OF GLAUCOMA STETHOS MONITOR

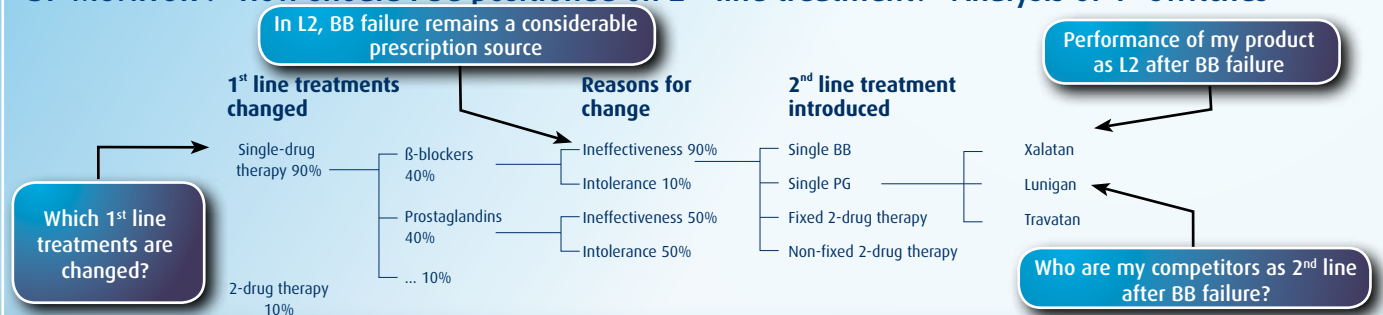
- Marketing:** Supplies all the data required for segmentation, estimation of segment size, positioning, strategy monitoring, follow-up and anticipation of product performance.
- Multicountry:** Exploitable at local and European level.
- Flexibility:** *Ad hoc* analysis of any market segment:
 - size of segment
 - product performance in the segment.
- Rapidity:** Results in less than 6 weeks after field study.
- Subscription:** Limits costs.
- Simplicity:** Entire data base available as MRTable
Glaucoma Monitor dedicated Project Manager – hotline

III. KEY RESULTS

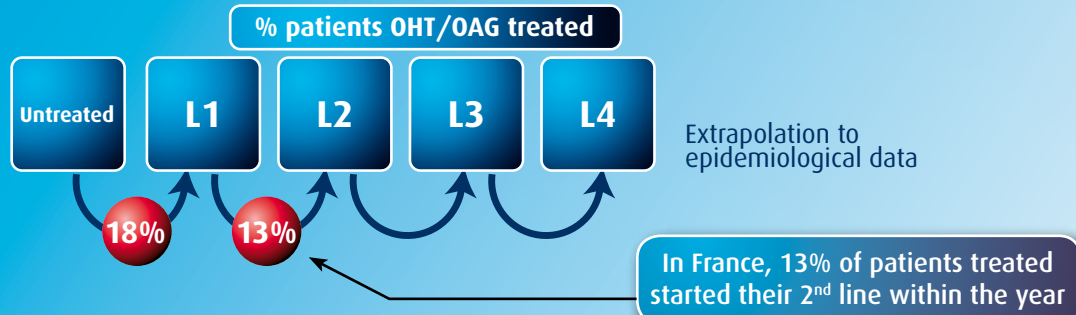
DP MONITOR : "What has the performance of my product been for new prescriptions recently issued in 1st line treatment of Glaucoma?"



DP MONITOR : "How should I be positioned on 2nd line treatment?" Analysis of 1st switches



TM MONITOR : "How many correspond to my annual pool of 2nd line patients?"
Annual patient flow



IV. METHODOLOGY

Data gathered on real patient cases

DP MONITOR =
12 latest new prescriptions
- 3 started as L1
- 9 switches

TM MONITOR = prospective study
The 10 next patients seen

Analysis per line = L1, L2, L3, L4+

x 1 wave/year

V. SAMPLES

	Physicians		Patient cases /wave				
	DP	TM	DP				TM
			L1	L2	L3	L4+	
France	120	120	240	240	240	240	1200
UK	80	80	240	240	240	240	800
Germany	80	80	240	240	240	240	800
Spain	80	80	240	240	240	240	800
Italy	80	80	240	240	240	240	800
TOTAL	440	440	1200	1200	1200	1200	4400

VI. CONTACTS

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VII. CLIENTS

PFIZER – ALCON – MSD