



## I. OBJECTIVES

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

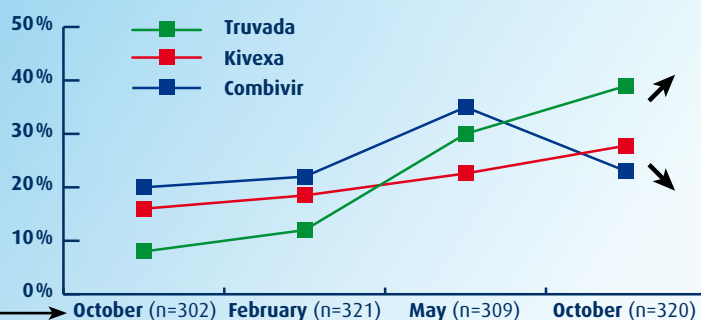


## II. THE STRENGTHS OF HIV STETHOS MONITOR

- Marketing:** Supplies all the data required for segmentation, estimation of segment size, positioning, 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 MTable  
HIV Monitor dedicated Project Manager – hotline

## III. KEY RESULTS

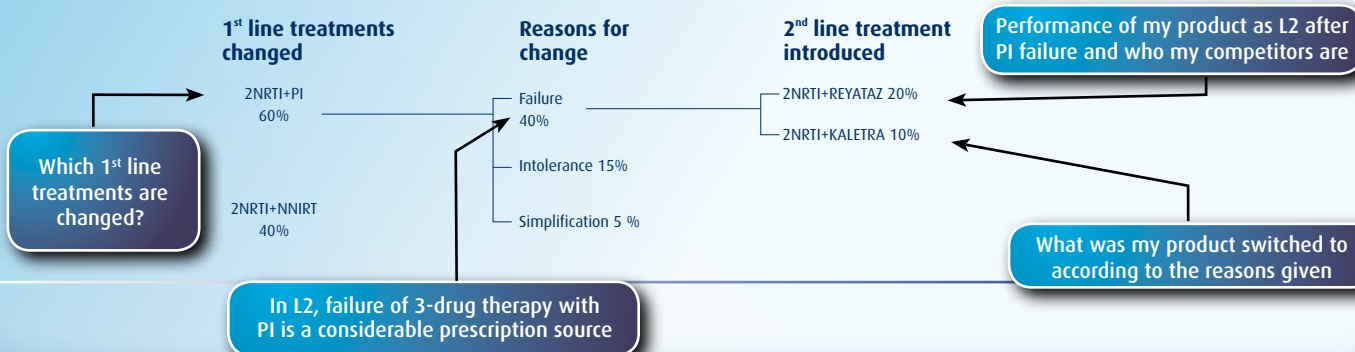
DP MONITOR : "What has the performance of my product been for new NRTI's prescriptions recently issued in 1<sup>st</sup> line treatment?"



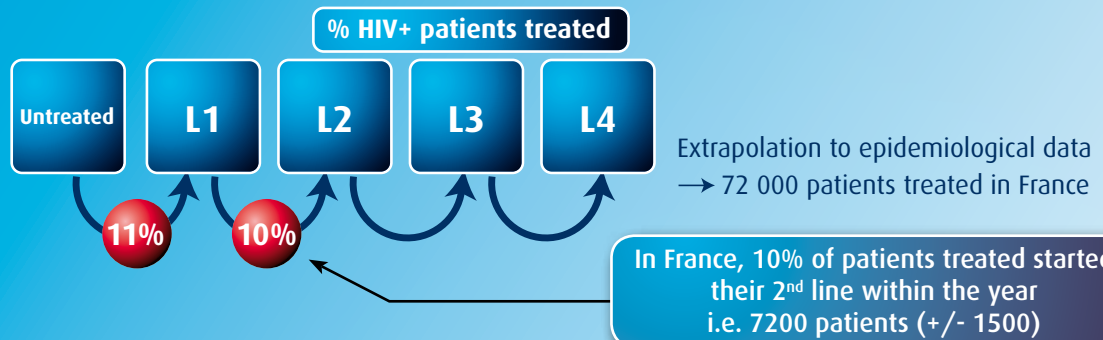
A sound basis for reliable statistical analysis

In the last quarter, a significant increase of Truvada to the detriment of Combivir

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



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



## IV. METHODOLOGY

Data gathered on real patient cases

### NEWS

**DP MONITOR = continuous monthly web based collection of Dynamic Rx only**

- introductions in treatment-naïve patients
- switches

Analysis every couple of months

**TM MONITOR = prospective study**  
20 next patients seen

2 waves/year

## V. SAMPLES

	Physicians		Patient cases /4 months	
	DP	TM	DP	TM
<b>France</b>	50	60	900	1200
<b>UK</b>	40	40	720	800
<b>Germany</b>	40	40	720	800
<b>Spain</b>	40	40	720	800
<b>Italy</b>	50	70	900	1400
<b>Portugal</b>	30	30	540	600
<b>USA</b> (16DP + 15 TM)	150	150	2400	2250

## VI. CONTACTS

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## VII. CLIENTS

ABBOTT – BMS – BOEHRINGER ING. – GILEAD – GSK – JANSSEN CILAG – MSD – PFIZER – ROCHE