



Complimentary Report

*Recent Developments in the
Treatment of Myelofibrosis*

The
Arcas
Group

Contact:
info@thearcasgroup.com
info@mdoutlook.com

www.thearcasgroup.com

Atlanta | Philadelphia | Europe

Recent Developments in the Treatment of Myelofibrosis (MF)

Differential Analysis about Physician Awareness of “INC424” and “Ruxolitinib”

Source: MDOUTLOOK Global Quick Poll

Fielded: June 17-24, 2011

101 Total Respondents

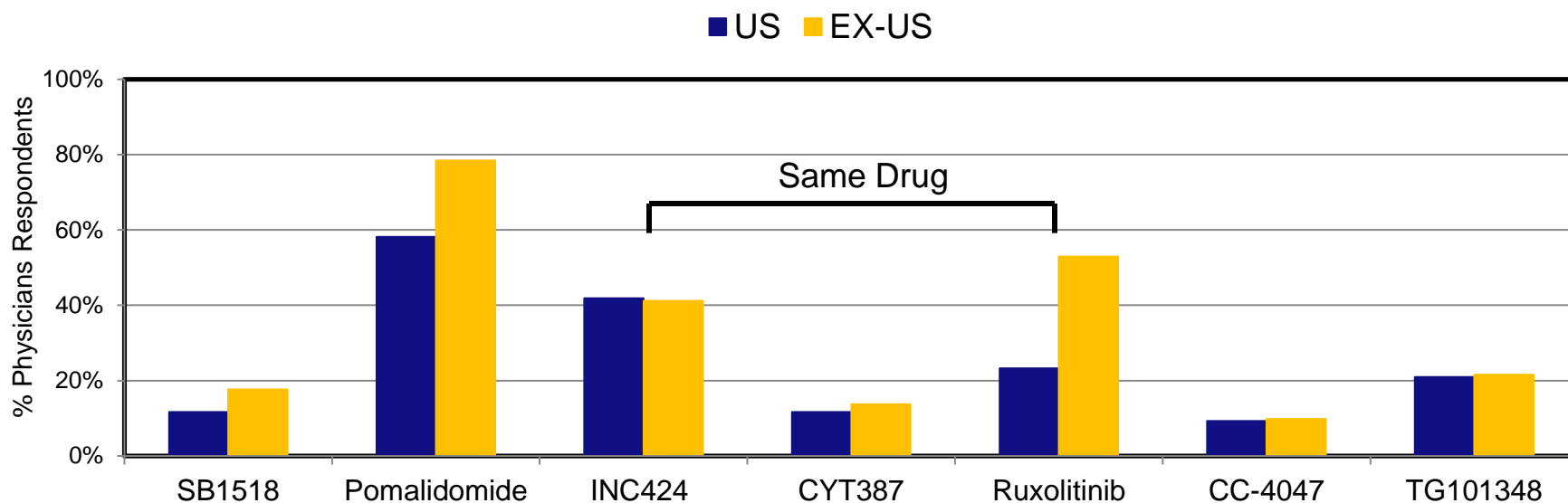
Quick Poll Methodology and Respondents' Geographic Distribution

Overall Methodology

- Quick Poll was launched by email on Friday, June 17, 2011
- Sent to a global distribution of Hematological Oncologists and Medical Oncologists with a clinical interest in hematology
- Data taken on June 22th with 101 complete responses
 - Overall response rate of ~1%
 - ~1/2 of responses from USA
 - Responses received from 25 different countries in total
- No financial incentives provided for participation

Most Physicians are Cognizant of at Least Some Pipeline Therapies for the Management of Myelofibrosis

Overall Awareness about Therapies in Clinical Development for Myelofibrosis



Key Conclusions

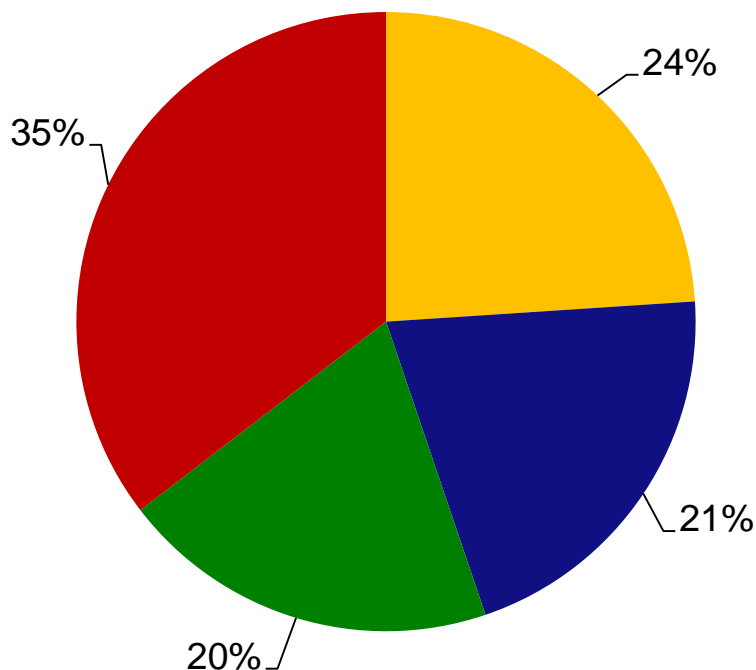
- Pomalidomide is the most recognized drug under development for myelofibrosis
 - Low level awareness about its original name CC-4047
- Modest (~40%) level of awareness of ruxolitinib / INC424
 - US oncologists are more familiar with the original name INC424; EX-US physicians are more familiar with ruxolitinib

Survey Question: Which of the following pipeline drugs for the treatment of MF, presented at the recent ASCO and/or EHA annual congresses, have you heard of?

Most Physicians are Aware of Ruxolitinib/INC424 but Few Realize Both Names Refer to the Same Agent

Differential Awareness for the Names Ruxolitinib and INC424

■ INC424 alone ■ Ruxolitinib alone ■ Both ■ Neither



Key Conclusions

- Nearly 2/3 of physician respondents are aware of the drug ruxolitinib / INC424
 - 1/4 are familiar with its original name INC424
 - 1/5 are familiar with the name ruxolitinib
- Only 20% of respondents recognized that ruxolitinib and INC424 were different names for the same drug

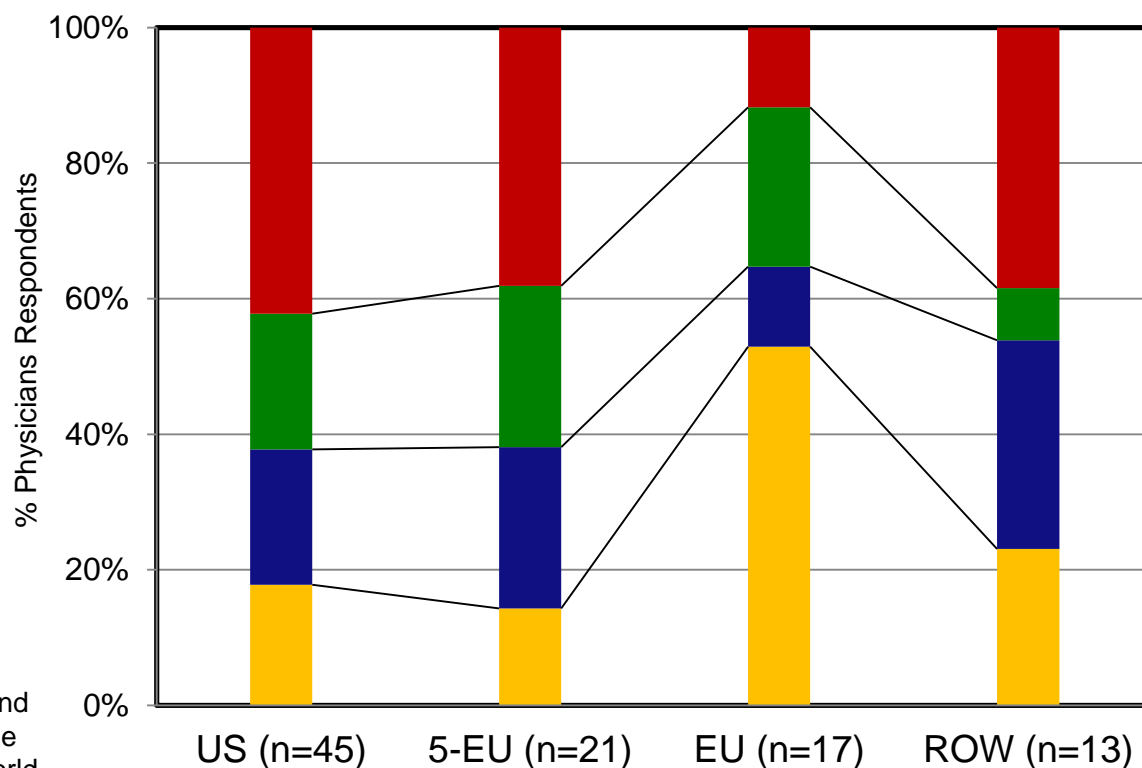
n = 96

Survey Question: Which of the following pipeline drugs for the treatment of MF, presented at the recent ASCO and/or EHA annual congresses, have you heard of?

Awareness of the Names INC424 and Ruxolitinib Across Regions

Differential Awareness of the Names INC424 and Ruxolitinib by Region*

■ INC424 alone ■ Ruxolitinib alone ■ Both ■ Neither



Key Conclusions

- There is a relatively even split in the knowledge of the names ruxolitinib, INC424, or in the US, 5-EU, and ROW countries
- In the rest of Europe, significantly more knowledge of these drugs, primarily by the name INC424

* 5-EU includes France, Germany, Italy, Spain, and United Kingdom; EU includes the remainder of the European countries; ROW includes rest of the world

Survey Question: Which of the following pipeline drugs for the treatment of MF, presented at the recent ASCO and/or EHA annual congresses, have you heard of?

Conclusions from Recent Developments in the Treatment of MF

Differential Analysis about Physician Awareness of “INC424” and “Ruxolitinib”

- Overall, about 2/3 of oncologists are aware of the new drug INC424/Ruxolitinib being developed for the treatment of MF
- However, of those aware of this agent, less than 1/3 of them realize that both names refer to the same drug
 - This relatively low percentage may impact initial clinical use, as physicians may not combine clinical data reported with one name with those reported using the other name
- While there may be some regional differences, the ratio of physicians who are aware of each drug name or both or neither, is relatively consistent
 - Clinicians in the 5-EU countries may be slightly more familiar with the name ruxolitinib than physicians in other areas

The Arcas Group

A strategic marketing services company specializing in:

- Disease intelligence
- Clinician & ThoughtLeader identification and profiling
- Physician / treater engagement



The MDOUTLOOK Platform



“Total Oncology Intelligence”
A Critical Step Ahead

MDOUTLOOK Value

Oncology Intelligence
ThoughtLeader Insight

MDOUTLOOK®

Powered by The Arcas Group

MDOUTLOOK = ACTIONABLE ONCOLOGY INSIGHT

Unique online platform offering a comprehensive intelligence in:

- **Global clinical decision patterns**
- **Clinical treatment choices**
- **ThoughtLeader identification and influences**
- **Treater mapping and referral patterns**

Superior Targeting of Cancer Treaters

- Covers 62,000+ treaters globally
 - 30,000+ in US
 - 17,000+ in Europe
 - Multi-disciplinary composition
- Rich individual profiles for clinicians, ThoughtLeaders, Institutions - updated 2x/year
- Disease-specific treatment profile available per treater
- Real-time intelligence feeds

The screenshot displays the MDOUTLOOK Physician Profile for Daniel R. Budman, MD. The profile is organized into several sections:

- Personal Information:** Daniel R. Budman, MD, Associate Director, Dana-Farber Cancer Institute, Division of Oncology.
- Primary Clinical Role:** Medical Oncology.
- Areas of Clinical Interest:** Breast, Hematology, PTCL.
- Affiliation:** North Shore University Hospital Center for Advanced Medicine, 489 Lakeside Road, New Hyde Park, NY 11042, USA.
- Other Affiliations:** NYU Langone Medical Center.
- Association Membership:** AACR, ASCO, ASH, ESMO, STAF ASSOCIATION, ISARF, CALGB.
- Publications:** Lists several recent publications, including "Emerging role of small ribonucleic acids in gastrointestinal tumors" and "The hedgehog pathway as a therapeutic target for treatment of breast cancer".
- Clinical Trials:** Lists ongoing clinical trials such as "Paclitaxel, Irinotecan, Albumin-Stabilized Nanoparticle Formulation, or Ixabepilone With or Without Docetaxel in Treating Patients With Stage IIIC or Stage IV Breast Cancer" and "Anticoagulation and Inferior Vena Cava Filters in Cancer Patients With a Venous Thromboembolism".

Innovative Multi-channel Intelligence

**Deep analysis of proprietary
MDOUTLOOK® databases**

**Customized and advanced segmentation by tumor,
discipline, geography, office setting**

ThoughtLeader analysis, insight & perspective

**Real-time intelligence
through on-going clinician interaction**

**Continuous streaming of intelligence from
validated sources**

**Total
Oncology
Intelligence**

Unique Insight from Respected Experts

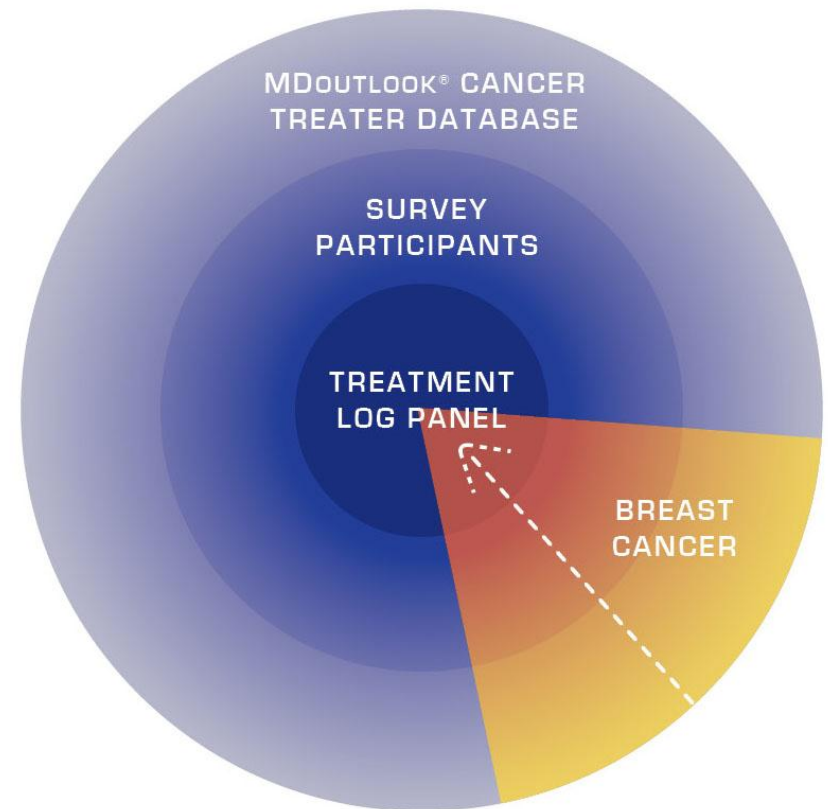
- **Exclusive and unique involvement of prominent ThoughtLeaders**
- **Experts provide insight into disease area and analysis**
- **Ensure direct and clinical relevance of surveys and treatment logs**
- **Multi-disciplinary composition**

Strategy Council

Lauren Pinter Brown, MD	John Kirkwood, MD
Alexander Eggermont, MD, PhD	Sagar Lonial, MD
Keith Flaherty, MD	Peter Mohr, MD
William Gradishar, MD	Joyce O'Shaughnessy, MD
Axel Hauschild, MD	Nicholas Thatcher, MD, PhD
Peter Heald, MD	Alan Venook, MD

Robust Disease Coverage

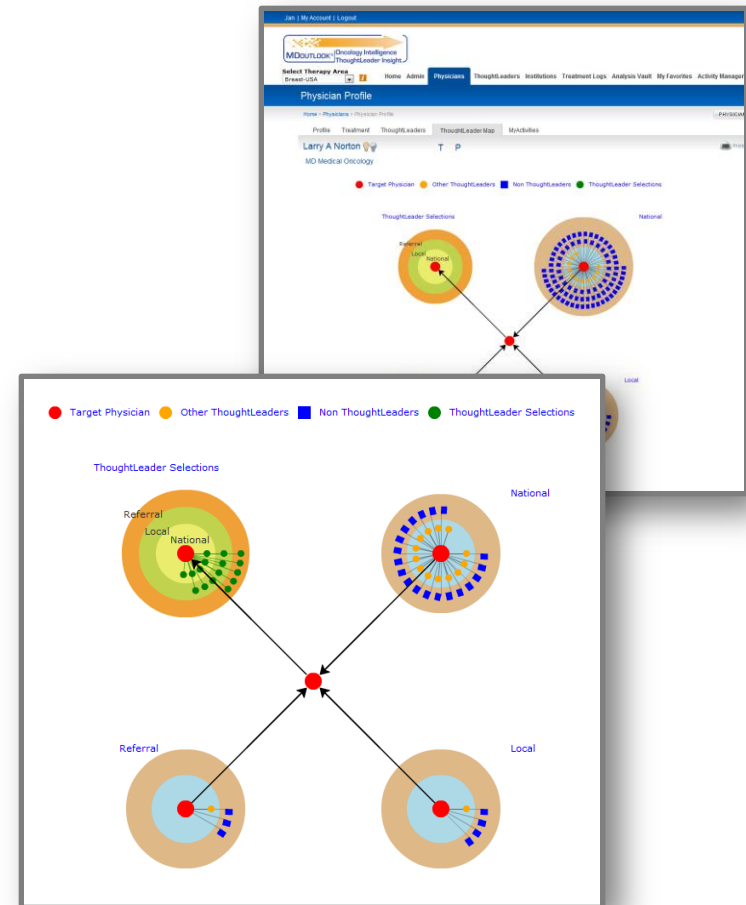
- **Uniquely involves Strategy Council of prominent ThoughtLeaders**
- **Utilizes advanced segmentation by tumor, discipline, and key demographics**
- **Specifically recruited panels of treaters report monthly disease-specific treatment decisions**



**Guided by ThoughtLeader
Strategy Council**

Market-driven ThoughtLeader Identification & Mapping

- Peer-nominated, bottom-up identification of ThoughtLeaders
- Interactive network mapping, providing insight into their real sphere of influence
- Multi-level classification showing national and international experts, regional experts and referral physicians
- Identifies referral patterns up-to 3 levels deep



Multi-dimensional, Real-time View of Clinical Decision Making

- Patient Treatment Logs provide objective insight into how and why patients are being treated
- Real-time monthly and aggregate reporting
- Uniquely combines quantitative and qualitative insight by providing rationale for each clinical decision
- Fully compliant with medical and privacy practices (US+EU)

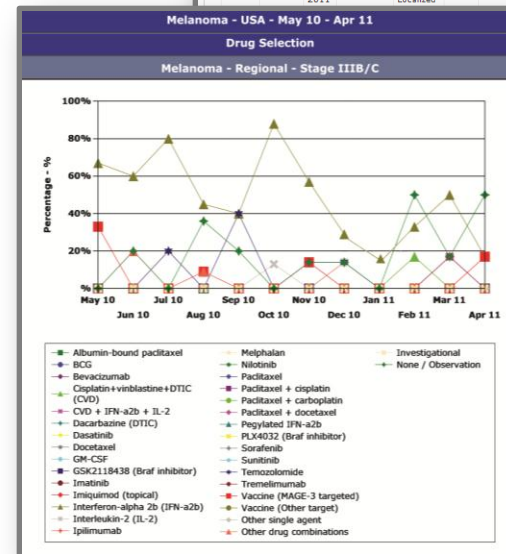
Treatment Logs

Home > Treatment Logs

1 2

Normal View Patient Groups

Patient Demographics			Diagnosis				Treatment			Patient Enrolled in Clinical Trial		Ulceration status		Treatment adjustments		Formulation
Id#	Country	Date of diagnosis	Date of 1st SLH status	Date of 1st medical (drug) intervention	Disease	Stage	Lab Normal	Type of Diagnosis	Treatment Selection	Patient Enrolled in Clinical Trial	Ulceration status	Treatment adjustments	Formulation			
USA	03-26-2012	04-07-2011	N/A	Melanoma - Localized	Stage IIA	True	Histological	Surgery / Excision + Observation	NA	None / Observation	Non-ulcerated					
USA	03-07-2011	03-24-2011		Melanoma - Regional	Stage IIIB/C	True	Histological	Immunotherapy	True	Adjuvant	Vaccine (MAGE-3 targeted)	Ulcerated				
USA	02-24-2011	03-17-2011	N/A	Melanoma - Localized	Stage IA	True	Histological	Surgery / Excision + Observation	NA	None / Observation	Non-ulcerated					



Distribution of these materials for informational purposes to colleagues is freely allowed. PowerPoint slides of this report are available upon request.

For more information or to schedule a capabilities discussion, please feel free to contact us.

Contact:

**info@thearcasgroup.com |
info@mdoutlook.com
888.3OUTLOOK | 888.368.8566
+1.404.496.4136 (International)**



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