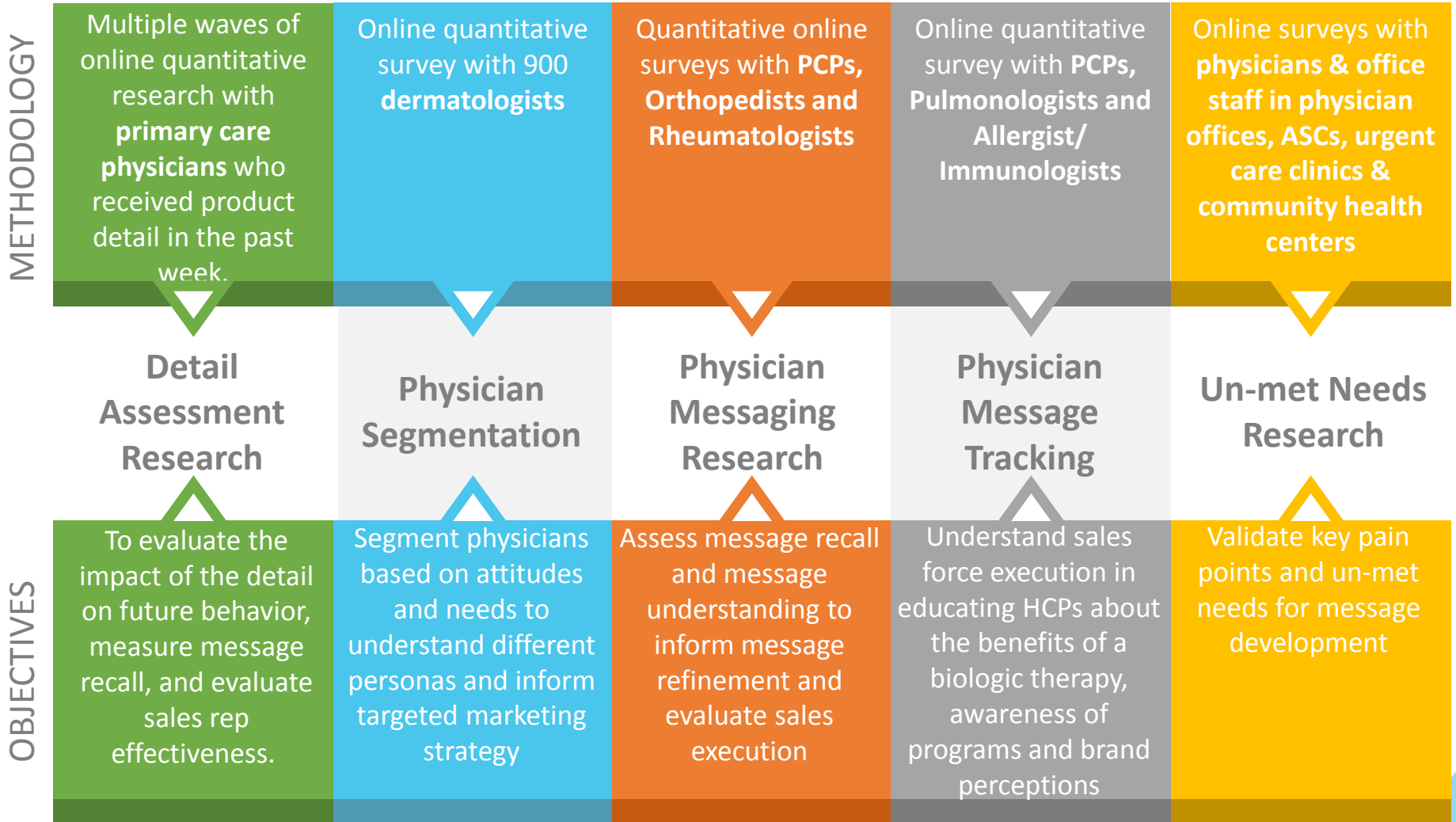


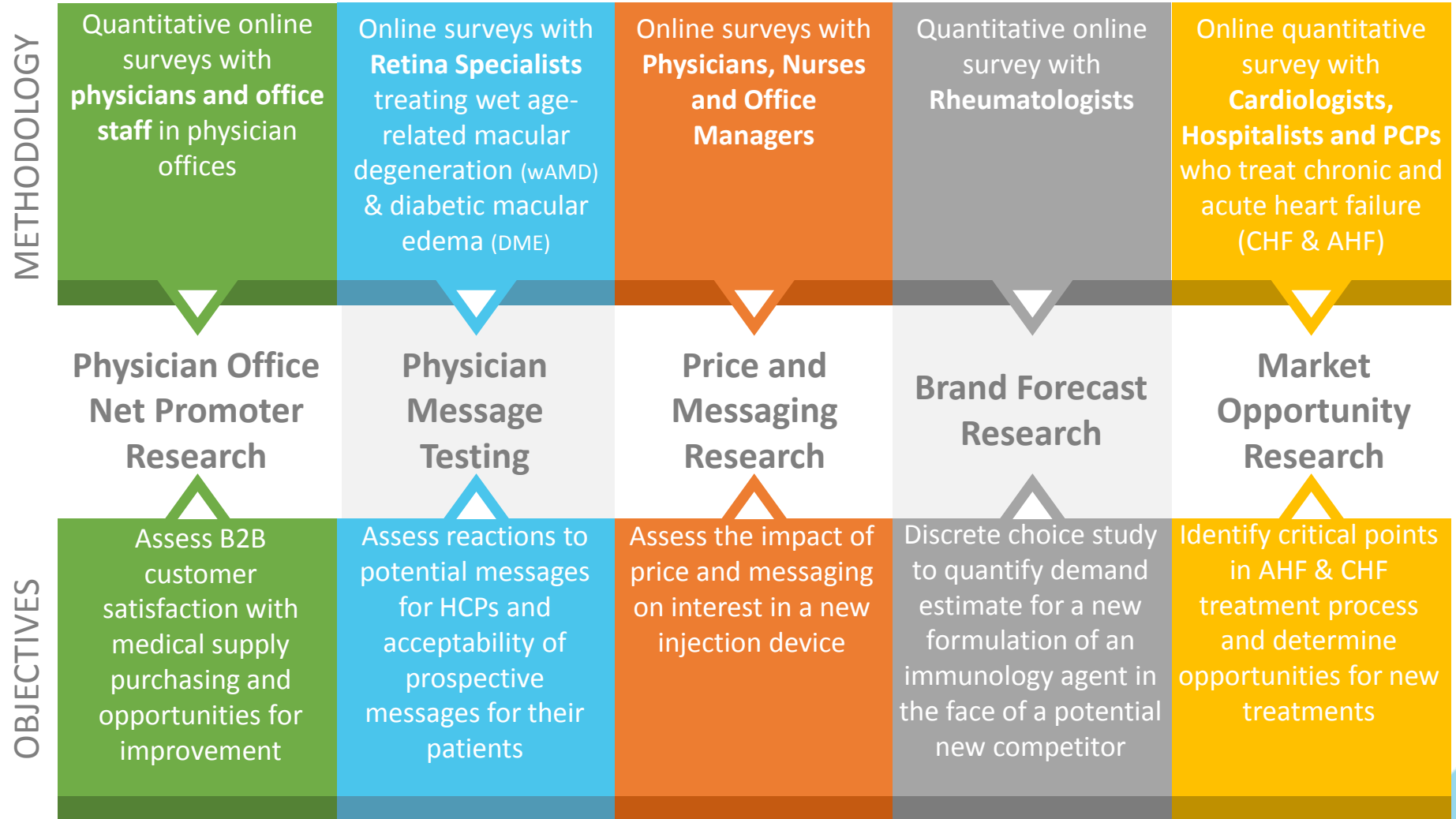


Physician Quantitative Research (1 of 3)





Physician Quantitative Research (2 of 3)





Physician Quantitative Research (3 of 3)

METHODOLOGY	Online survey with transplant surgeons and physicians, transplant coordinators and Nephrologists	Online survey with PCPs and Pediatricians	Online survey with PCPs and Cardiologists	Online survey with Endocrinologists, Cardiologists and PCPs	Online survey with Medical Directors and Directors of Nursing at Skilled Nursing Facilities
	Brand Protection Research	Physician Targeting Research	Market Sizing & Early Adopter Cloning	Physician ATU	Message Research
OBJECTIVES	Quantify prescribing practices to inform brand protection opportunity against generics, after loss of patent	Segment physicians to identify different opportunity segments for targeting and messaging	Quantify market appeal for an emerging heart failure treatment, profile HCPs with highest interest and identify similar HCPs in database	Monitor brand awareness (unaided and aided) and brand perceptions to understand market landscape dynamics	Assess message preference and optimal reach (MaxDiff & TURF) in a nursing home setting versus physicians in a retail setting