

**▶ IHS GLOBAL INSIGHT HEALTHCARE AND PHARMACEUTICALS SERVICES**

IHS Global Insight's Healthcare and Pharmaceuticals practice provides a portfolio of intelligence solutions to optimize the performance of companies and organizations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making, particularly in the fields of market access, pricing and reimbursement (P&R), emerging markets, generics strategies, therapeutic development pathways, and general competitive intelligence.

We deliver high-value subscription and consultancy services to address daily healthcare information needs, highlight important market trends and obstacles, and maximize product lifecycles. These services include our Same-Day Analysis—providing the latest global analysis on fast-paced developments in the sector on a daily basis—multi-client studies, special reports, country reports, global pricing data, and market access consultancy. Our expertise is based on the unparalleled geographic and therapeutic specialties of our in-house data and specialized analysts.

For more information, please visit [www.ihsglobalinsight.com/healthcare](http://www.ihsglobalinsight.com/healthcare).



**WORLD MARKETS OPHTHALMOLOGY**



**THE POWER OF PERSPECTIVE**

**ABOUT IHS GLOBAL INSIGHT:** IHS Global Insight ([www.ihsglobalinsight.com](http://www.ihsglobalinsight.com)) provides the most comprehensive economic and financial information on countries, regions, and industries available from any source. IHS Global Insight's immediate and insightful analysis of market conditions and key events enables innovative and successful decision making for clients around the world. IHS Global Insight employs approximately 700 employees in 13 countries.

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In a market dominated by the entry of Lucentis and off-label Avastin on the one hand and generic competition on the other, it is difficult to navigate the landscape of the ophthalmology industry. IHS Global Insight's World Markets Ophthalmology Service can help you navigate this evolving market and maximize your performance.

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- How are pharmaceutical companies and regulatory bodies dealing with the increasing costs of—and market access barriers to—new ophthalmology drugs?
- Which disease area within ophthalmology has the highest growth opportunity?
- How are off-patent drugs performing in terms of pricing in different countries?

IHS Global Insight's World Markets Ophthalmology service is a comprehensive online tool designed to answer precisely these kinds of questions. The service details the full value proposition of any ophthalmology product (whether in early development or fully marketed) and links the price, cost, and specific reimbursement guidelines of new medicines with the clinical data that underpin them.

**This service benefits:**

- Strategic planners
- Business development managers
- Research associates
- Pricing managers
- Competitive intelligence managers
- Regulatory executives

**This service enables you to instantly:**

- Understand how approvals and reimbursement were secured—or not secured—based on clinical endpoints, design, and results, as well as pricing
- Compare and break down the cost of drugs per day of treatment in each of the major disease areas
- Understand the key market access barriers to new ophthalmology drugs, including clinical guidelines, special authority restrictions, and detailed overviews of cost-effectiveness calculations and reimbursement decisions
- Find new licensing opportunities and key areas of research and development
- Assess the risk posed by drugs under development based on disease, drug class, and manufacturer

Recommended Treatment	Diagnosis Eligible for Treatment	Follow-Up Recommendations
Observation with no medical or surgical therapies	No clinical signs of AMD; Early AMD; Advanced AMD with bilateral subfoveal geographic atrophy or disciform scars.	As recommended in the Comprehensive Adult Medical Eye Evaluation (PPE). Return exam at 6 to 24 months if asymptomatic or prompt exam for new symptoms suggestive of CVN. Fundus photography as appropriate. Fluorescein angiography if there is evidence of edema or other signs and symptoms of CVN.
Antioxidant vitamin and mineral supplements as recommended in the AREDS reports	Intermediate AMD (AREDS category 3); Advanced AMD in one eye (AREDS category 4).	Monitoring of monocular near vision (reading/Amsler grid). Return exam at 6 to 24 months if asymptomatic or prompt exam for new symptoms suggestive of CVN. Fundus photography as appropriate. Fluorescein angiography if there is evidence of edema or other signs and symptoms of CVN.
Thermal laser photocoagulation surgery as recommended in the NRS reports	Extraretinal classic CNV, new or recurrent; Juxtafoveal classic CNV. May be considered for new or recurrent subfoveal CNV if the lesion is less than 2 NPD disc areas and the vision is 20/125 or worse, especially if PDT is contraindicated or not available. May be considered for juxtapapillary CNV.	Return exam with fluorescein angiography approximately 2 to 4 weeks after treatment, and then at 4 to 6 weeks and thereafter depending on the clinical and angiographic findings. Retreatments as indicated. Monitoring of monocular near vision (reading/Amsler grid).

Disease profiles

► SERVICE FEATURES

*The Ophtha-Online Database*

Coverage of over 500 drugs, both approved and under development, for 12 diseases in the ophthalmology market, including:

- Glaucoma
- Macular Degeneration
- Conjunctivitis (bacterial, allergic, and all other forms)
- Dry Eyes
- Retinal Vessel Occlusion
- Retinitis Pigmentosa
- Intraocular Pressure and Ocular Hypertension
- Diabetic Macular Edema
- Eye Infections (bacterial, viral, and fungal)
- Uveitis
- Ocular Surface Disease
- Fungal Keratitis

The database also includes global pipelines and pricing, reimbursement, approval, and cost information for medicines in France, Germany, Italy, Japan, Spain, the U.K., and the U.S.

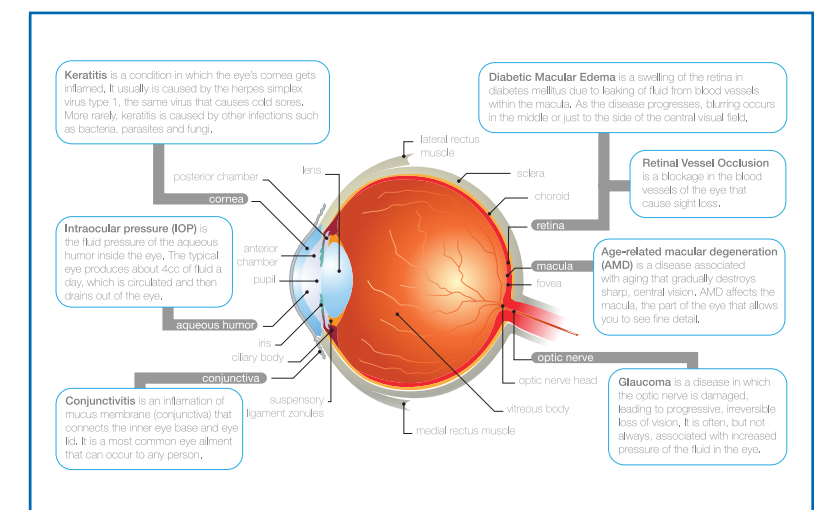
**Up to 55 sets of data per drug, from Phase I through approval, including:**

- **Pricing and Reimbursement:** average cost per drug per day in each of the disease areas for any marketed drug, taking into account the price, dosing, average duration of use, and presentation; provides ex-manufacturing prices, reimbursement restrictions, and guidelines; also provides analysis of the average level of cost outside the reimbursement structure
- **Research and Development:** clinical trial design, endpoints, results, and forward-looking approval information
- **Disease Area:** drug classes, product concentration in each drug class, and disease landscape
- **Corporate:** licensing, patent, and strategic-planning information

**Same-Day Analysis and Profiles**

- Same-Day Analysis of all key ophthalmology news and events. This is supplemented with a monthly *Ophthalmology Milestones Bulletin*, which summarizes updates to the database and provides editorial analysis.

Searchable database



Diagrams to help you understand Ophthalmology diseases and the marketplace