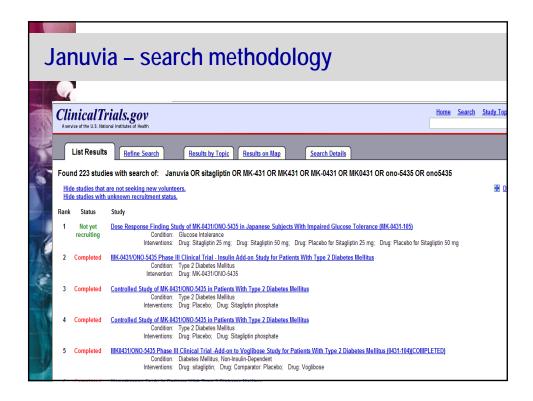
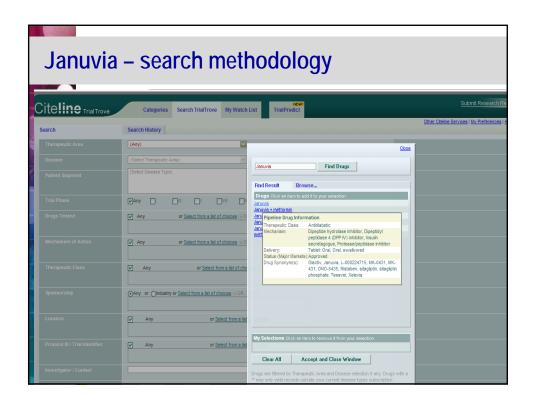
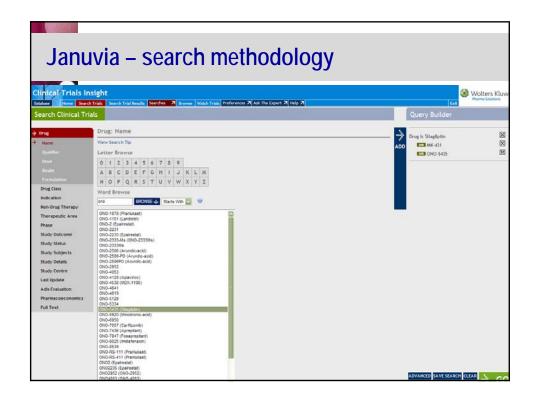


Conduct a case study of trials for two drugs using three clinical trials databases. Conduct a case study for one disease. Evaluate using tools in BizInt Smart Charts. Discuss how clinical trials databases are used for competitive intelligence. Slides are at www.bizcharts.com News & Events - Presentations



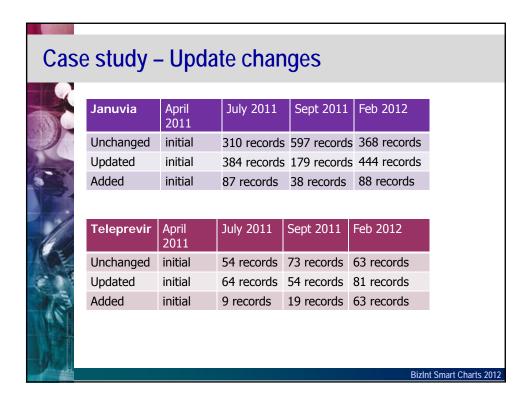




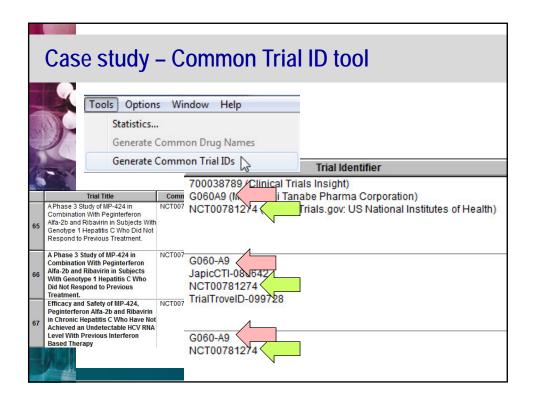


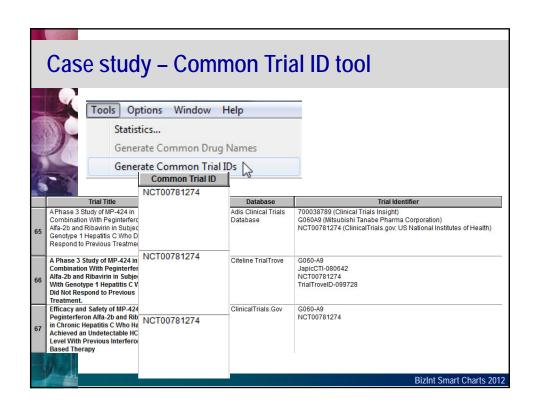
Strength	Adis CTI	TrialTrove	CT.gov
Additional research support	√	√	
Full indication coverage	V	limited	√
Mechanism of Action search	V	V	Only if in text
Results and Links to completed trial details	\checkmark	\checkmark	
Trial Alerts/Saved Searches	V	V	
Comprehensive advanced searching	√ (ROA, Endpoints, Dose, Formulation, etc)	√ (some)	
Pricing structure	Moderately priced as add on to ADIS RDI	Purchased by Disease -reasonable if only need a few, but very costly to purchase all diseases	Free

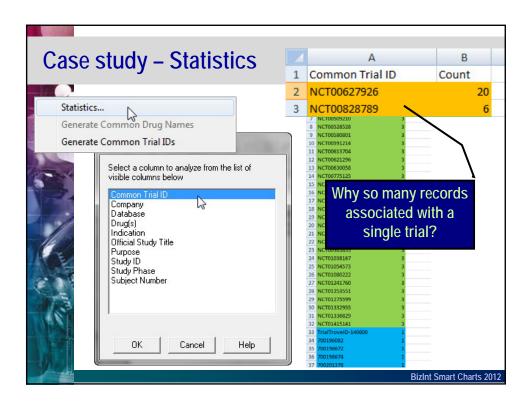
study –	Drug s	searc	h	results	
Januvia	April 2011	July 201	1	Sept 2011	Feb 2012
CT.gov	202 trials	221 trial	s	223 trials	241 trials
Citeline TT	276 trials	303 trial	s	311 trials	344 trials
Adis CTI	219 trials	257 trial	S	280 trials	315 trials
Teleprevir	April 2011	July 201	1	Sept 2011	Feb 2012
CT.gov	36 trials	37 trials		38 trials	55 trials
Citeline TT	45 trials	48 trials		65 trials	87 trials
Adis CTI	37 trials	42 trials		43 trials	65 trials
				epatitis C Phase III	Feb 2012
			CT.gov		194 trials
				teline TT	381 trials
			Adis CTI		205 trials

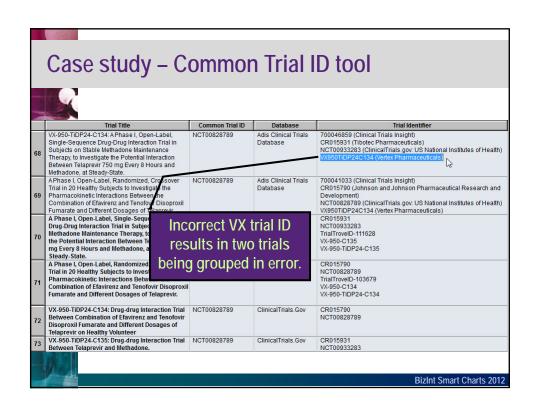


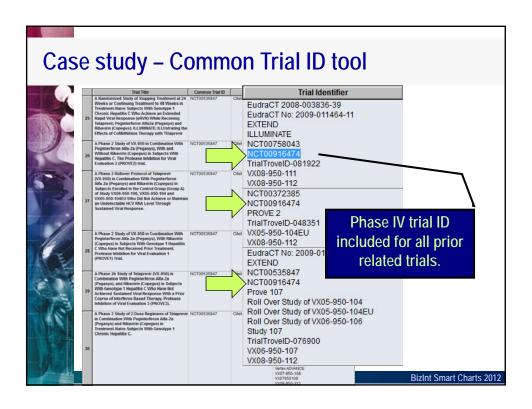
Case study – Hepatitis C search results									
	Hepatitis C - Phase III	March 2012							
187	CT.gov	195 trials							
	Citeline TT	386 trials	(90 ongoing/planned; 276 Completed)						
6	Adis CTI	211 trials							
	Adis CTI Results	412 records	(Published trials – trials could have several publications)						
 Adis CTI has two search options: Trials and Trials Results When reviewing single trials from TT, several records found were in Adis Trials Results, which was not searched for this exercise. Trial Trove contains more foreign language trial publications 									

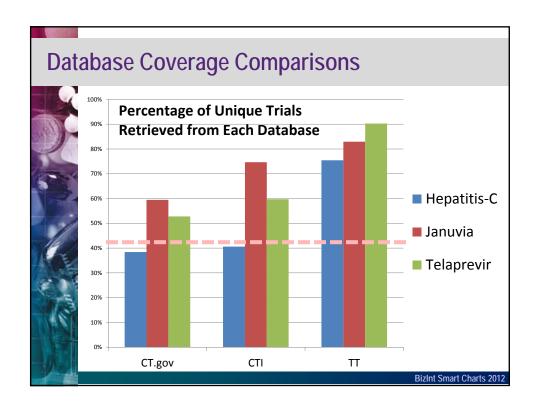


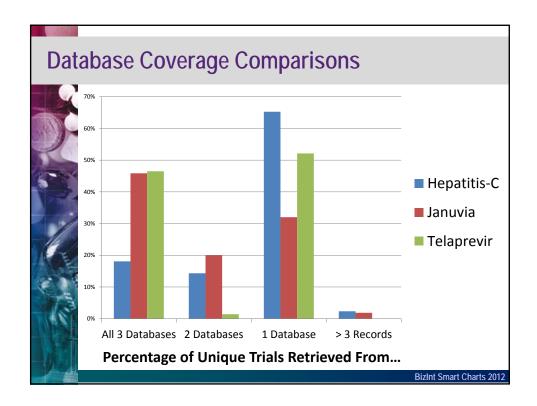












Januvia - evaluation from April 2011



- 117 trials appear from a single database (72-TT, 37-CTI, 9-CT.gov)
- Many trials that were found in only TT or CTI were from conference abstracts.
- Several trials from only TT or TT/CTI were sourced from UMIN-CTR Clinical Trials (Japanese clinical trial registry for non-profit trials (not industry sponsored). CT.gov does not appear to pick these up.
- Review of a single trial from Adis that included an NCT number showed no instance of sitagliptin in the CT.gov record that was reviewed.

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Januvia – evaluation (cont.)



- Of the 9 trials found only CT.gov,
 2 did not have Januvia in the record.
 The 7 others are legitimate trials but were not retrieved from TT or CTI.
- One trial only in Adis was a new observational trial of 500 patients in Japan – source from University Hospital Medical Information Network - Japan.
- One trial only in TT contained a record from 2009 where it was sourced from the ADA conference.

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Telaprevir – some evaluation from April 2011



- 33 trials appear from a single database (28-TT, 5-CTI, 0-CT.gov)
- Two single trials were matched as same trials from TT and Adis CTI by reviewing title, phase, subject number and drugs
- One of these trials was picked up by a conference abstract and not found in CT.gov
- Another trial was new in Adis CTI and updated in TT, but not in CT.gov

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Hepatitis C Phase III -evaluation



- 338 trials appear from a single database (213-TT, 68-CTI, 57-CT.gov) (277 after manual review)
- Since limited to phase III-several trial from CT.gov did not appear as no phase data in record.
- For this indication, several trials for liver cancer inaccurately indexed for HCV
- Some trials indexed as other types of hepatitis in one database and HCV in another.
- Issue with TT and CTI using too many references for trial ID that link related trials together as one.
- Several trials from Japan and Europe not in CT.gov.

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Telaprevir: Competitive intelligence insights



- Product launched in 2011 currently 19 phase IV trials, 11 new since Sept update.
- There is one comparative head to head trial being done by BMS for daclatasvir.
- Combination therapies being evaluated for various sub-types of HCV.
- US and EU Registries being evaluated as observational studies – goal for one US registry to enroll 4500 patients.

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Januvia: Competitive intelligence insights



- Review newly added trials What is the company currently working on?
- For Example review all company sponsored trials to look for new indications, post marketing trials, new patient populations.
- Review competitors that are doing head to head trials with drug.
- Of the 87 new trial records added in the July Update, 22 are sponsored by Merck.
- Several ongoing trials are based in Japan.

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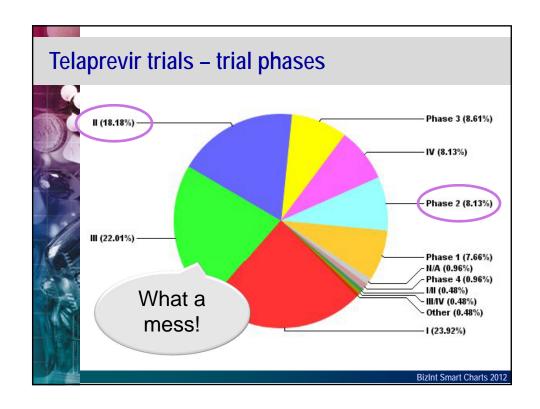
Januvia: Competitive intelligence insights

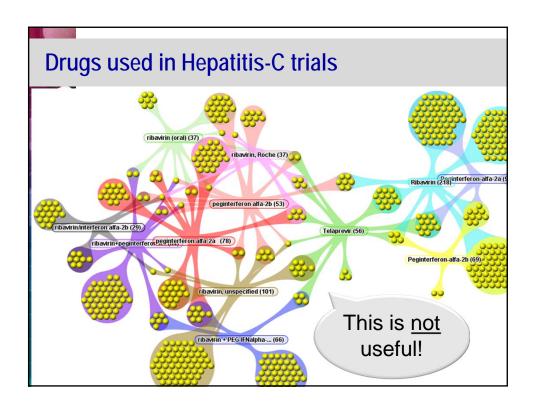


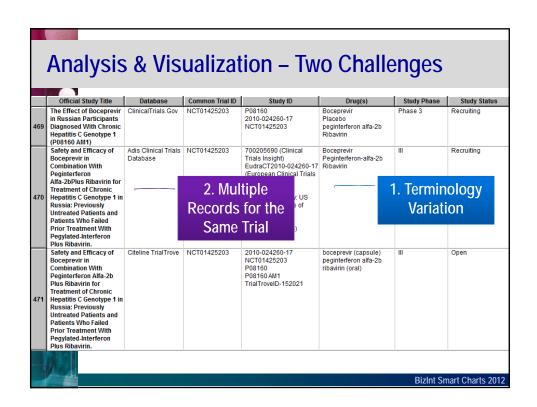
- Trial NCT01260246 is for a different patient population & indication -- NASH (Non-alcoholic Steatohepatitis) in Patients With Type 2 Diabetes.
- Trial started in December 2010 to be completed in 2013
- Primary endpoint to improve liver disease by liver biopsy
- Small trial in Canada see if other trials with same patient population on larger scale.
- Not sponsored by Merck, so perhaps not looking at add-on indication

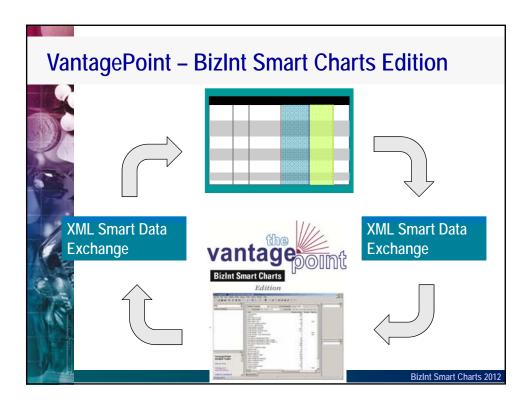
	Trial Title	Database	Condition	Start Date	Completion Date	Countries	Sponsor(s)	Brief Summary	Enrollment
65	Sitapliptin for the Treatment of Non-alcoholic Steatohepatitis in Patients With Type 2 Diabetes	ClinicalTrials.Gov	Type 2 Diabetes Nonalcoholic Steatohepatitis	December 2010	November 2013 (Anticipated)	Canada	Lawson Health Research Institute PSI Foundation inc	This is a randomized, double-blind, placebo-controlled trial evaluating the impact of sitaglipth merapy in patients with concomitant type 2 diabetes and non-alcoholic steatohepatitis (NASH) on improving liver disease based on biopsy results. ICONTI	20 (Anticipated)

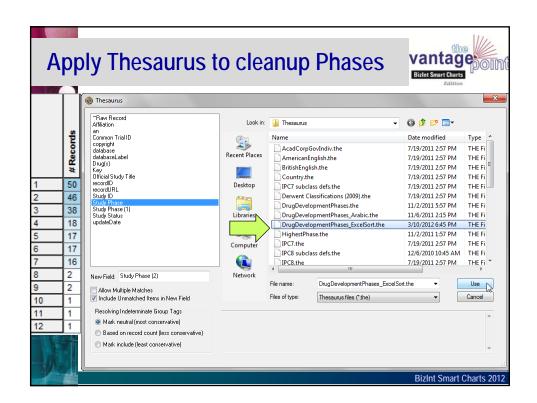
Some questions we'd like to explore... What phases are these trials in? What is the status of the trials? Which drugs are being used in these trials, and how are they used together? BizInt Smart Charts 2012

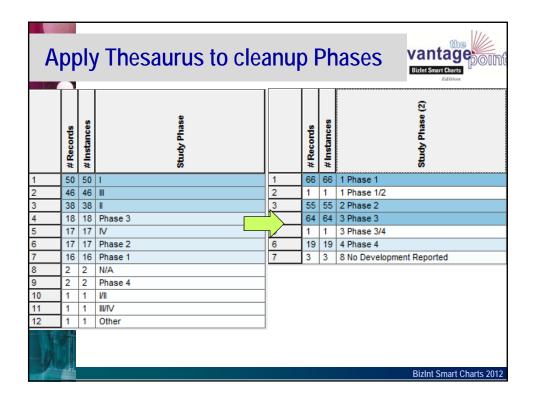


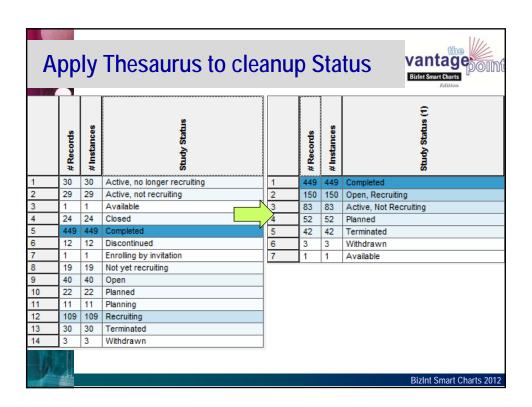


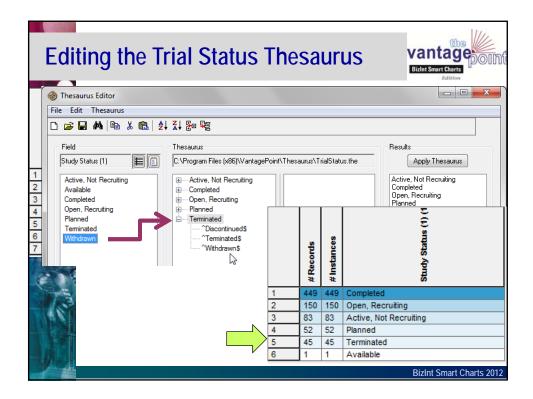


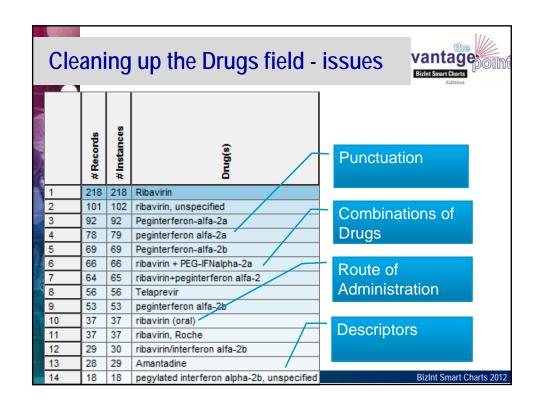


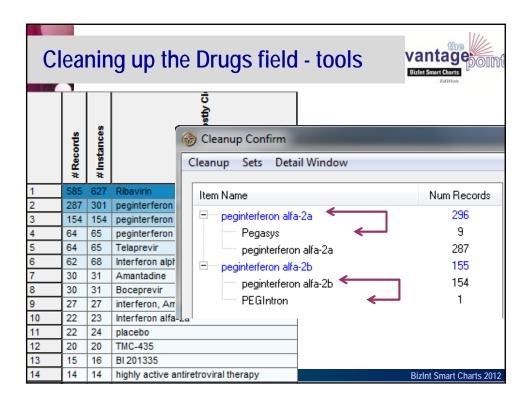


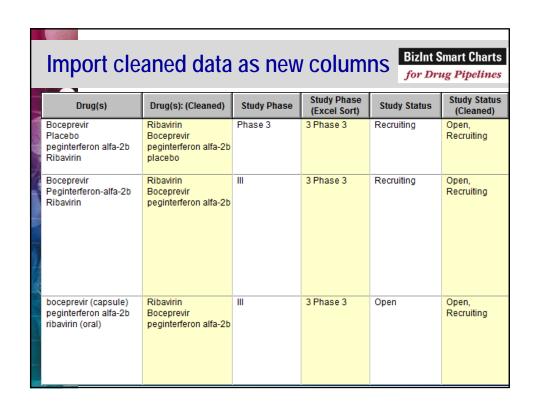


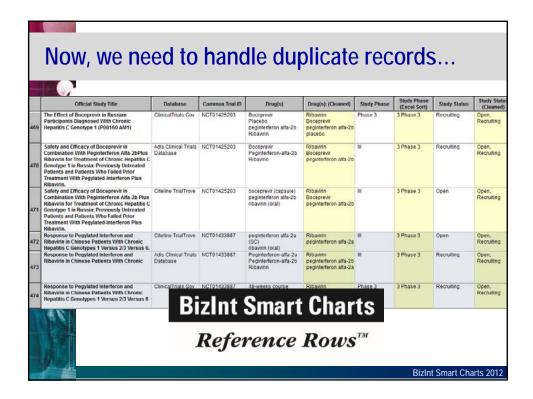


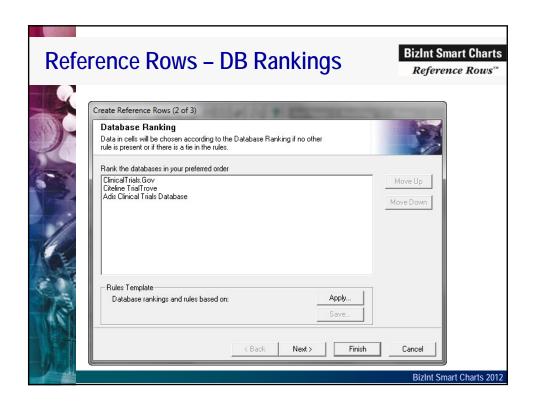


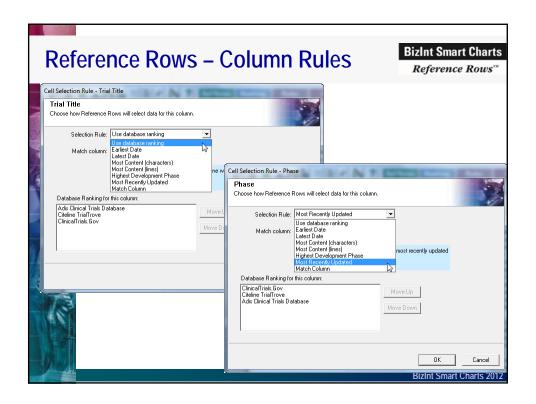


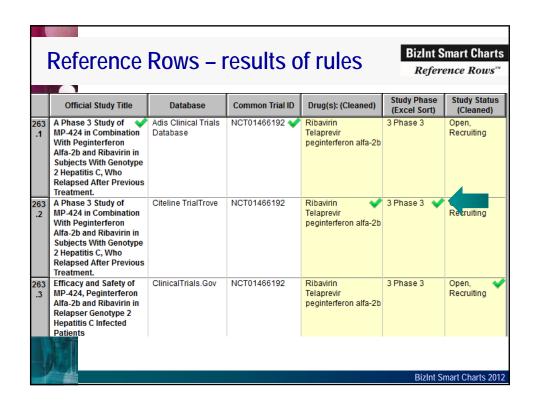


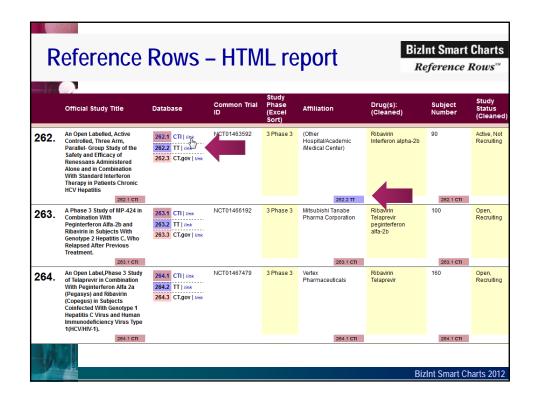


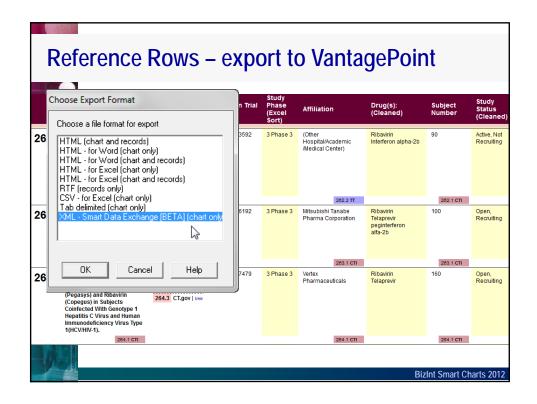


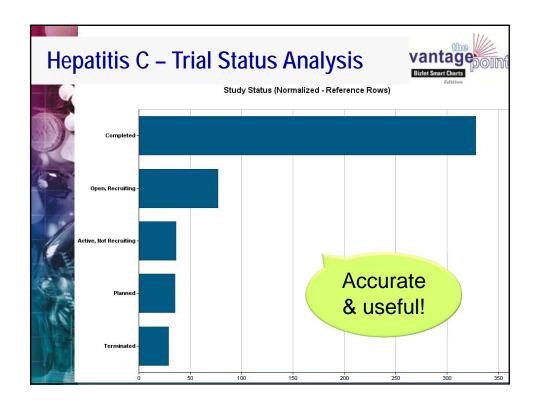


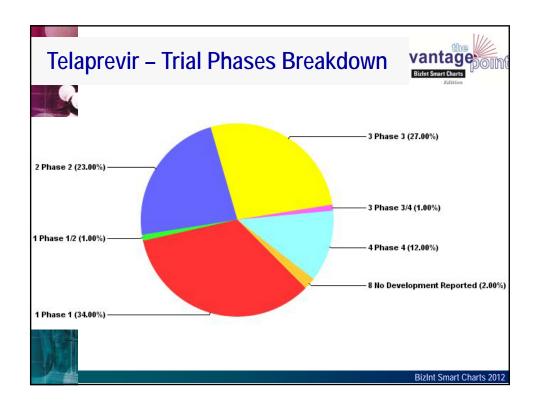


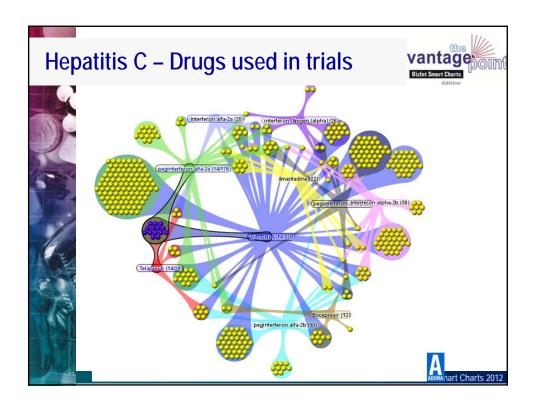












Competitive Intelligence Must be Actionable!



Clinical Trial intelligence adds an added level of focus to Pipeline Intelligence.

- Determine key competitor drug trial endpoints.
- Determine when trials may be ending to predict potential product launches.
- Monitor additional indications being sought.
- Determine in which countries trials are being run and for which indications.
- Evaluate dosing and delivery options.

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Concluding Thoughts



- Value in having more than one database.
- Each of the clinical trial databases have indexing inaccuracies.
- Important to review CT databases after major meetings.
- Use of Smart Charts Common Trial ID and Statistics results in less time sorting and more time for analysis.
- Use Reference Rows and VantagePoint to clean up data for meaningful analysis.

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