

Junicon® Reports

Conference Benchmarking Series

9th International Conference on Alzheimer's Disease and Related Disorders

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Juniper Consulting Group, Inc.

Jeff Cocagne
jccocagne@junicon.net
2708 Moet Lane
San Ramon, CA 94583 USA
Tel: +1 (925) 556-0220

Junicon Europe

Flor Hidalgo (Spain)
fhidalgo@junicon.net
Calle Collserola 54 B2
08035 Barcelona, Spain
Tel: +34 (93) 434-2117

Stephan Eichholz (Germany)
seichholz@junicon.net
Wittelsbacher Allee 67
60385 Frankfurt, Germany
Tel: +49 (69) 9441-0890

Junicon K.K.

Kayoko Mikumo
kayoko.mikumo@junicon.co.jp
Rob Claar
rolaar@junicon.net

5-15-7 Hatanodai,
Shinagawa-ku, Tokyo
142-0064, JAPAN
Tel: +81 (3) 5788-2602

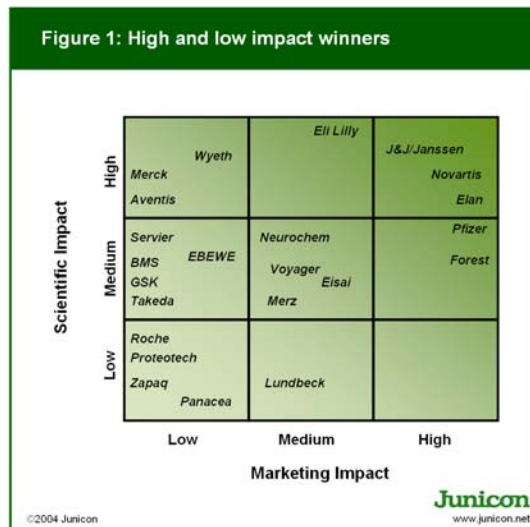
Junicon China

Vincent Yuen
vyuen@junicon.net
Suite 13E1, Shanghai Industrial
Investment Building
18 Cao Xi Bei Road, Shanghai
200030
P.R. China
+86 (21) 6427-9084

The Leading International Alzheimer's Conference

The 9th International Conference on Alzheimer's Disease and Related Disorders ran from July 17-22 at the Pennsylvania Convention Center, Philadelphia. This biennial conference is the largest international gathering of clinicians, caregivers, scientists and commercial enterprises interested in Alzheimer's disease, other dementias and the pathophysiology of neurodegeneration. Approximately 5,000 delegates attended.

Information to Insight®



Junicon's Conference Benchmarking Series is the only published market research specifically providing information and insight about medical conferences. This report offers unique insight into the success of each competitor at the 9th International Conference on Alzheimer's Disease and Related Disorders. It will be useful to anyone seeking to evaluate the impact of this conference on the Alzheimer's market.

The report benchmarks performance on several parameters, including marketing performance, exhibit impact, data presented and overall conference visibility. As such, the report offers valuable information for marketers, event planners, R&D program directors, new product development and business development executives, and strategy planners.

Ordering information

Junicon Reports **Conference Benchmarking Series: 9th International Conference on Alzheimer's Disease and Related Disorders** is available as a .pdf file. Unfortunately, we are not yet able to process online orders automatically, or to take credit card payments through our website. The price is US\$395, which includes a site license fee for multiple users within the purchasing company.

Orders can be placed by an email to dtaggart@junicon.net. We are also happy to discuss any questions related to the report by email or phone query. Once an order is placed, we will deliver a .pdf of the report by email to the ordering party, accompanied by an invoice for payment.

TABLE OF CONTENTS

Read This First3

- Legal Matters 5
- About Juniper Consulting 5
- About Junicon Reports 7
- About Junicon's Conference Benchmarking Series 8
- Introduction 8
- Methodology 9

Overview and Summary of Findings12

- The Leading International Alzheimer's Conference 12
- No Really Big Winners, No Really Big Losers 12

Data Presented15

- Companies 15
- Summary15
- Therapeutic Strategies23
- Disease Management31
- Agents 33
- Approved Cognition-Enhancing Agents33
- Off-label Treatments for BPSD50
- Preventives/Risk Reducers53
- Investigational NCEs56

Brand Promotion60

- Overall Visibility 60
- Companies60
- Products and Product Brands61
- Quantity and Quality of Interactions at the Exhibit Stand 63
- Quantity of Booth Traffic63
- Quality of Booth Traffic64
- Overall Exhibitor Performance65

TABLE OF FIGURES: Figures 1-25

	Figure Title	Page Number
Figure 1:	High and low impact winners	14
Figure 2:	Four categories of studies presented	16
Figure 3:	Companies presenting 5 or more studies	17
Figure 4:	Companies presenting less than 5 studies	18
Figure 5:	Scatter plot of companies, by number of studies presented	19
Figure 6:	Companies presenting clinical studies with an agent	20
Figure 7:	Companies presenting clinical studies with no agent	21
Figure 8:	Companies presenting preclinical studies with an agent	22
Figure 9:	Companies presenting preclinical studies with no agent	23
Figure 10:	Therapeutic strategies investigated	25
Figure 11:	Clinical studies with an active agent - neurotransmitters	26
Figure 12:	Clinical studies with an active agent - other therapeutic strategies	27
Figure 13:	Specific approaches to the β -amyloid strategy	28
Figure 14:	Companies presenting studies based on an amyloid plaque approach	29
Figure 15:	Specific amyloid plaque approaches presented	30
Figure 16:	Disease management studies presented by leading competitors	31
Figure 17:	Disease management studies presented by leading competitors	32
Figure 18:	Number of Chel studies presented, by class of sponsor	34
Figure 19:	Value of Chel studies presented, by class of sponsor	35
Figure 20:	Mean value of studies presented, by class of sponsor	36
Figure 21:	Number of studies presented in a dementia population setting vs. theoretical studies	37
Figure 22:	Value of studies presented in a dementia population setting vs. theoretical studies	38
Figure 23:	Number of studies presented in Alzheimer's vs. other dementias	39
Figure 24:	Value of studies presented in Alzheimer's vs. other dementias	40
Figure 25:	Number of studies presented in non-AD dementias	41

TABLE OF FIGURES: Figures 26-46

	Figure Title	Page Number
Figure 26:	Value of studies presented in non-AD dementias	42
Figure 27:	Populations included for Alzheimer's disease studies – number of studies	43
Figure 28:	Populations included for Alzheimer's disease studies – value of studies	44
Figure 29:	Number of studies presented, by disease stage	45
Figure 30:	Value of studies presented, by disease stage	46
Figure 31:	Clinical endpoints used in dementia patient studies – aggregate study value	47
Figure 32:	Regimen-related studies – aggregate study value	48
Figure 33:	Economics and outcomes studies – aggregate study value	48
Figure 34:	Number of off label BPSD treatment studies presented – by class of sponsor	51
Figure 35:	Value of off label BPSD treatment studies presented – by class of sponsor	52
Figure 36:	Comparison of value of behavior endpoint studies in Chels and psych. meds	53
Figure 37:	Number of studies presented for possible risk-reducing/preventive agents	55
Figure 38:	Value of studies presented for possible risk-reducing/preventive agents	56
Figure 39:	Number of studies presented for possible investigational NCEs	57
Figure 40:	Value of studies presented for possible investigational NCEs	58
Figure 41:	Corporate sponsors of investigational NCE studies presented	59
Figure 42:	Overall conference visibility - company	61
Figure 43:	Overall conference visibility - products	62
Figure 44:	Quantity of exhibit booth traffic	63
Figure 45:	Quality of exhibit booth traffic	64
Figure 46:	Combined assessment of exhibit booth success	65

About Junicon's Conference Benchmarking Series

Introduction

Junicon's specialist healthcare experts regularly attend major medical and scientific conferences worldwide, both to conduct research for specific planned report titles and to continuously refresh and broaden our expertise across healthcare markets. As well as allowing us to gather important information, frequent attendance at major events also gives Junicon a unique insight into the important commercial component of major industry events.

Conferences and events have become a critical component of the marketing and R&D strategies of pharmaceutical, biotech, medical devices, diagnostics and other healthcare companies. Companies frequently invest more than \$100,000 in sponsorship, marketing materials and the time and expenses of personnel at a single conference. Furthermore, each conference also offers an opportunity to present the results of sponsored scientific, clinical, patient outcomes and economic studies to a critical audience of key opinion leaders and 'coal face' medical practitioners.

Conferences and events typically offer a high impact opportunity to influence key purchase decision makers; it is generally held that the return on investment (ROI) is better on events than other marketing levers, such as sampling or detailing. Nevertheless, with so much at stake at each event, it is vital for healthcare companies to be able to benchmark the impression that their corporation and products make, both against other participants, and against the standards of other conferences and events. Observing the latest developments from current or future competitors and scoping licensing/acquisition targets are an integral part of attending a medical conference as an exhibitor or presenter. Junicon's Conference Benchmarking Reports offer busy executives an independent, objective evaluation of the impact each company, and each product brand, made at the conference. The reports allow franchise general managers, brand managers, events planners, new product development, business development and R&D executives

to compare their own observations against those of an unbiased and informed 'extra pair of eyes and ears'.

Methodology

Estimating the success of presence at a conference has historically been a highly subjective and qualitative process, based more on 'overall feel' and anecdotal conversations than any rigorous method. Junicon has sought to impose a higher degree of discipline and standardization to the evaluation of company and brand performance at a conference. Firstly, we separate conference performance into two discrete components:

1. Data presented in oral sessions, poster displays, plenary discussions, and as journal reprints at exhibit booths.
2. Enhancement of corporate and/or product brands through sponsorship, exhibits, symposia, marketing collateral, presentations and sales rep encounters with potential customers at exhibit booths.

A first vital step to understanding success at any given conference is to appreciate the relative balance of importance of these two factors. Depending on the maturity of the products being offered and whether the target audience is specialist or generalist, this may vary widely. Generally, it holds that where products address healthcare states with lower unmet need, or where the target audiences are generalist clinicians and/or administrative purchasers, the second component (brand promotion) is the more important driver of conference success. Conversely, in markets with high unmet need, or treated by specialist physicians with specific training and expertise, the first component (data) is usually the more important.

Data Presented

In order to analyze the impact of the data presented, Junicon thoroughly reviews every poster presented at each conference, and the great majority of oral presentations. Information about each study presented is captured in a database created specifically for each conference, recording details about the sponsors of the study, the agents tested (if any), whether the study involves human subjects, animal subjects or *in vitro* cultures, the diseases studied, and the endpoints used. Lastly, a qualitative assessment of the positive or negative impact of the data for the sponsor and for each agent being tested is made. Junicon draws on

substantial experience in working with healthcare companies on their publications strategies, our experience with other conferences and events, and our deep knowledge of each market to ensure that these qualitative scorings are moderated. Each study is scored from -7 to +7. An example of a +7 would be the presentation of survival benefit results for Avastin in colorectal cancer at ASCO 2003. An example of a -7 would be the presentation of a significant adverse event finding, such as the 2001 phase II trial of Remicade in congestive heart failure.

We strive to ensure that our assessment of data presented captures the impact of newly presented data. We do not count reprints of major studies or pivotal data that are offered as handouts at corporate booths. The unit of our analysis is posters presented and/or oral presentations in plenary sessions. It is not uncommon for different analyses of data from a single study to appear in several different posters at the same conference. Similarly, posters presented sometimes include new analyses based on data from old studies. As such, our census of the number of studies presented may overstate the actual number of new underlying studies completed. Nevertheless, our aim is to gauge the impact of data presented; sponsors who are able to extract multiple presentations from one dataset will typically be able to achieve a greater impact on the attending audience than those that make only a single poster or oral presentation.

Brand Promotion

Quantitative analysis of the impact of brand promotion efforts is considerably more difficult. Junicon overcomes this challenge by scoring brand promotion for each product and company on several distinct parameters:

- The overall visibility of the brand, including sponsorships and the ubiquity of marketing collateral
- The volume of 'traffic' passing through exhibit booths
- The quality of interactions between company staff manning exhibits and potential customers
- The attendance of satellite symposia
- The degree of interest and quality of reaction of audience members at satellite symposia, plenary sessions and during company-sponsored presentations in topic-specific oral sessions

Junicon has adopted careful and unique methods for scoring each parameter. Specifically, assessing the volume and quality of booth traffic is typically a notoriously difficult and inaccurate process. To increase the reliability of our assessments, the volume of traffic at each exhibitor is sampled over five distinct 15 minute intervals on each day of the conference. At each sampling, the proportion of conversations relating to clinical performance or prescribing information is noted, and this assessment of the quality of interactions at the exhibit stand is augmented with one 'mystery shopper' visit to each booth.

Finally, the traditional method of sampling the impressions of a small number of conference attendees is used to moderate our assessment.

Examples of Data Captured

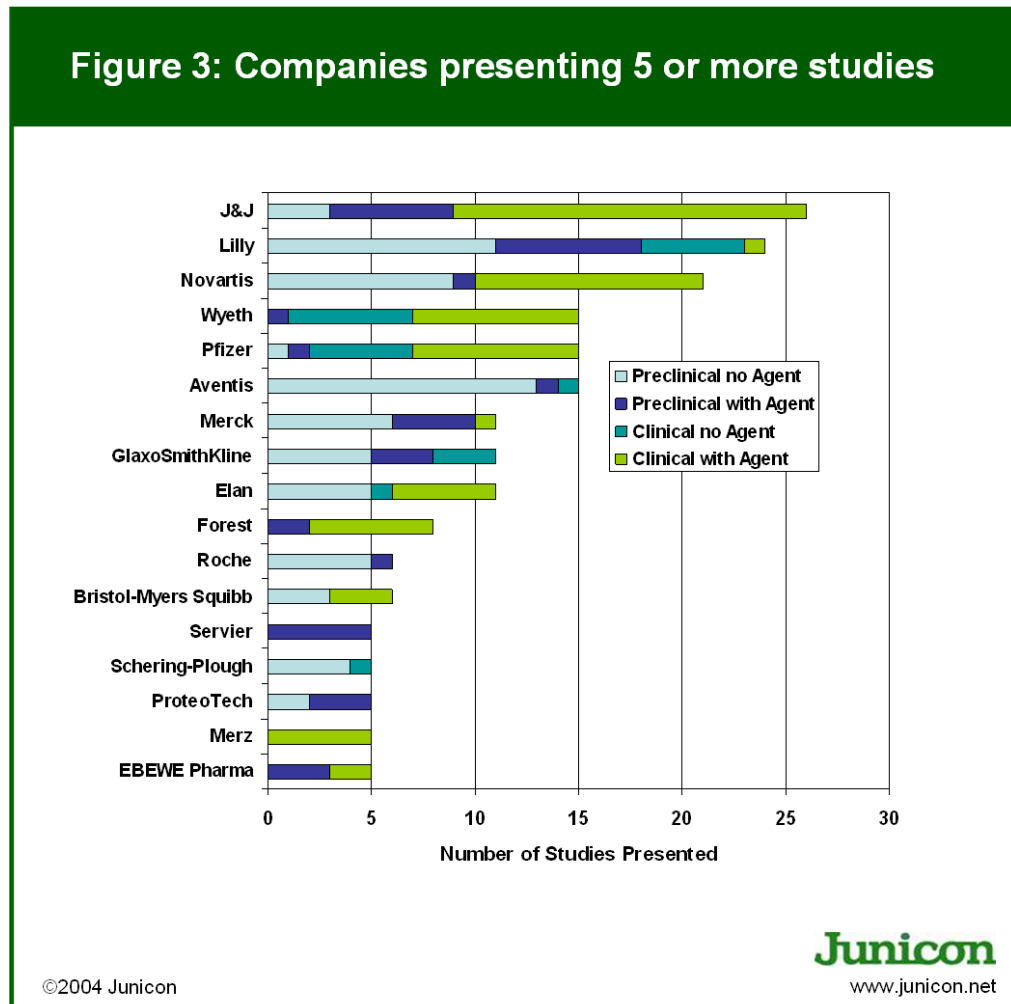


Figure 10: Therapeutic strategies investigated

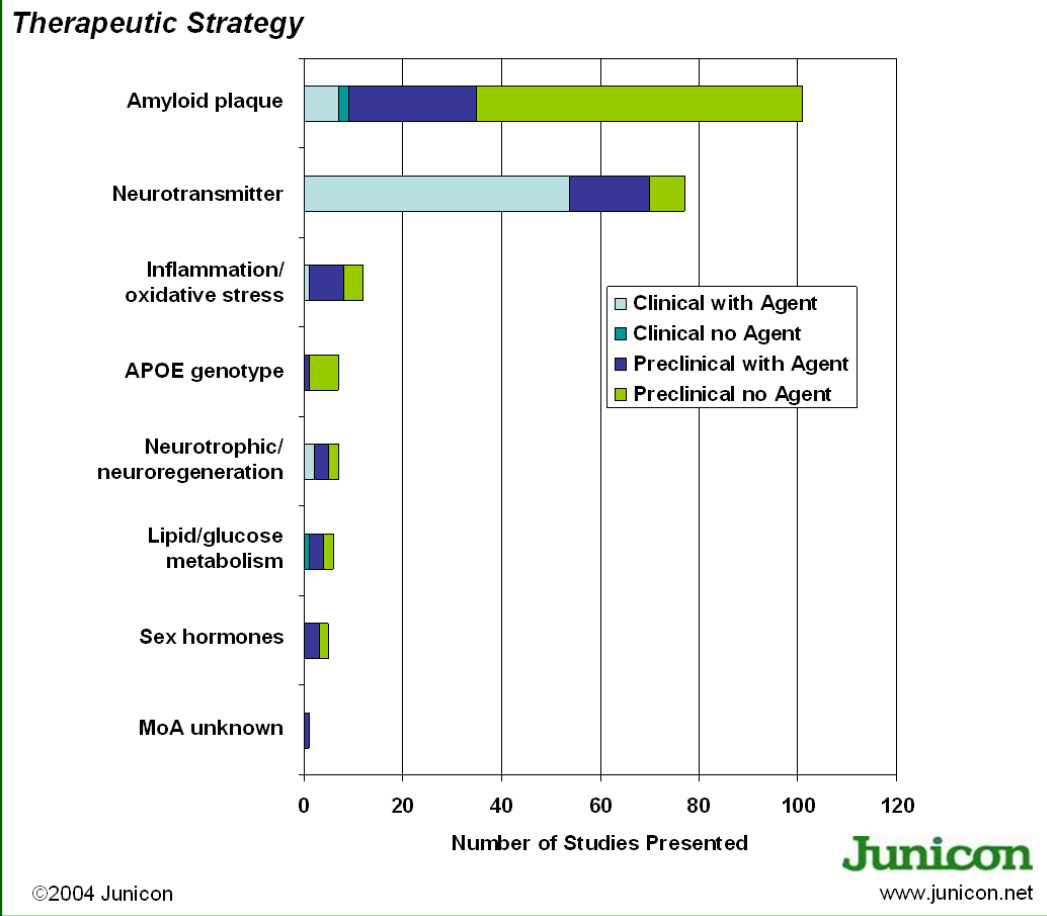
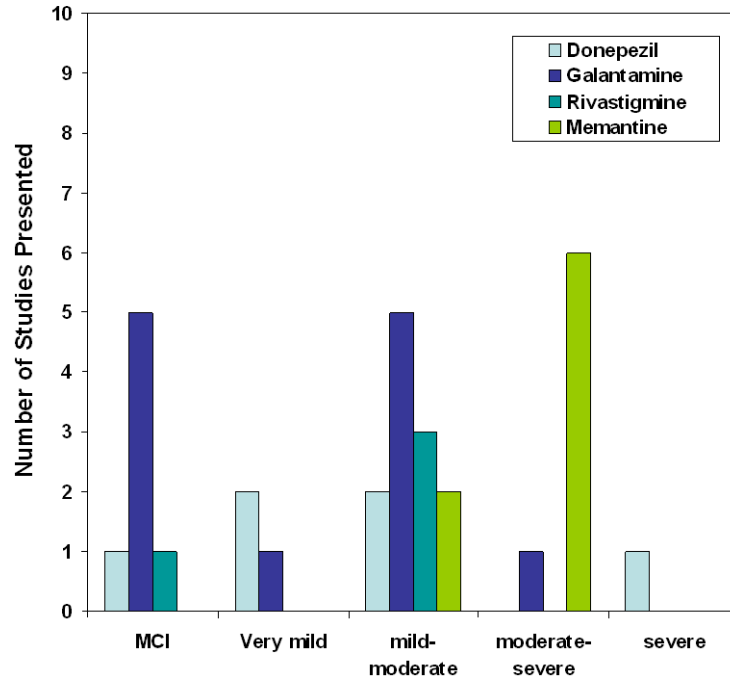


Figure 29: Number of studies presented, by disease stage



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