

PHARMSPECTIVE

PRESS RELEASE

For Immediate Release

Pharmspective, a Specialty Therapeutics Market Research Firm, Announces Launch of Syndicated Research Offering and Knowledge Management Apps for the Pharmaceutical Industry

Providing Insights into the Buying Process for Specialty Therapeutics in Autoimmune Diseases and Oncology

New York, NY, Feb. 29, 2012 – Pharmspective, LLC today announced its launch as a Specialty Therapeutics market research firm providing commercial insights and knowledge management applications for the pharmaceutical industry. Pharmspective will specifically address the existing gaps and challenges in market intelligence for targeted therapies and specialty drugs.

Pharma strategists and marketers face unique challenges in understanding the many factors that influence selection of targeted therapies. The company's reports and knowledge management applications are tailored for pharmaceutical marketing, market research, new product planning, and data analytics groups.

"We are extremely excited to launch Pharmspective in response to dramatic changes in new product development within the pharmaceutical industry," announced Stephen Reid, Managing Partner and Co-Founder.

The company's syndicated research studies will examine clinical decision-making, drug acquisition, access and reimbursement, and patient administration for specialty therapeutics in autoimmune diseases and oncology.

Pharmspective's proprietary research studies will include:

- Identification of key decision drivers across the specialty therapeutics prescribing continuum
- Profiling of the drug acquisition and reimbursement process and related barriers to therapy adoption
- Insight into new factors that are influencing the prescribing decision

Knowledge Management Applications

Pharmspective will also be releasing a number of knowledge management applications that will allow subscribers to view and interact with real-time market intelligence through state-of-the-art user interfaces on PC and tablets. All of Pharmspective's knowledge management apps and reports will provide unique insights into how the specialty therapeutics buying process works and the role of emerging stakeholders in the prescribing decision.

"In designing our syndicated studies and knowledge management apps, we went to great lengths to examine every factor that might play a role in the decision to develop or utilize a specialty therapeutic," said Katie Derdeyn, MD, Managing Partner and Co-Founder. "Our product offerings follow specialty therapeutics from drug development through patient administration, and this focus will allow us to help our clients build a broad understanding of the markets in which they wish to enter and compete."

New White Paper: Decision Visualization

Download a free copy of Pharmspective's white paper, "[**Decision Visualization: Making Pharma Market Research More Relevant in a New Era**](#)"

About Pharmspective: *Pharmspective, LLC (www.pharmspective.com) is a specialty therapeutics market research firm providing commercial insights and knowledge management applications for the biopharmaceutical industry. The company is uniquely focused on understanding the buying process for specialty therapeutics through syndicated market research studies examining clinical decision-making, drug acquisition, access and reimbursement, and patient administration for specialty therapeutics in autoimmune diseases (rheumatoid arthritis, psoriasis, multiple sclerosis, Crohn's/UC, lupus) and oncology. Pharmspective's proprietary knowledge management applications create a superior user experience that broadens client understanding of and perspective on research findings. Pharmspective™ is a trademark of Pharmspective, LLC. Follow Pharmspective on twitter.com/Pharmspective. The company maintains offices in New York City and St. Louis, MO.*

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