



WEBINAR

Drive to Win: Package for Preference

Assessing the Share Potential of Enhanced Packaging

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Objectives

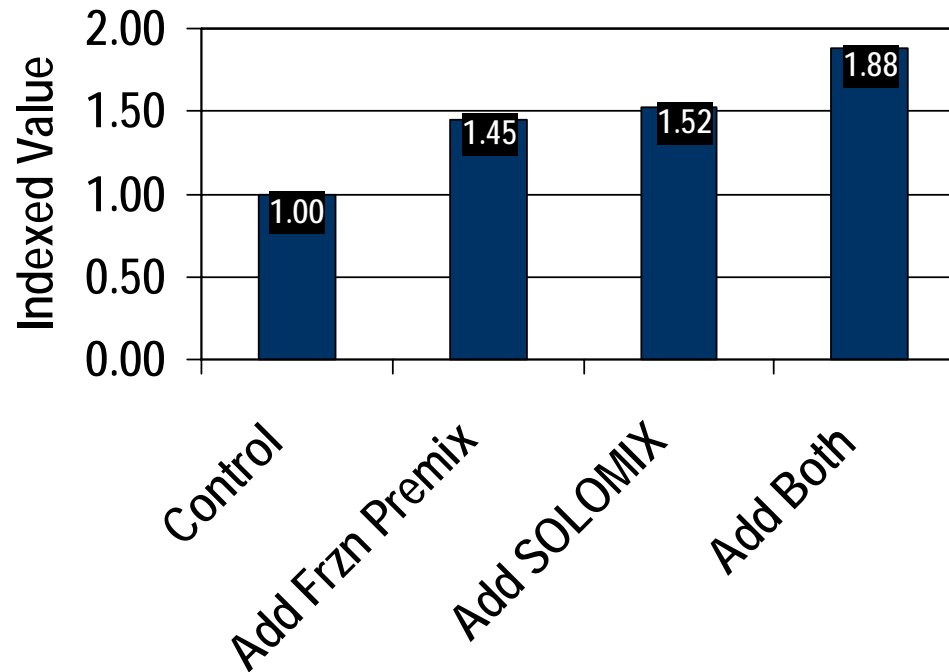
- Quantify preference for 3 different types of enhanced packaging (EP) systems: Premix, Frozen Premix, and SOLOMIX
- Three drug categories: Anti-Fungal, Anti-Infective, Rheumatoid Arthritis
- Evaluate the share impact of a price premium for each of the EP's
- Identify key EP drivers (such as price, formulary, side effects, efficacy, etc.)

Summary of Findings

- Both Frozen Premix systems (Frzn) and SOLOMIX systems (SOLOMIX) have the ability to build molecule share when offered as a line extension in each of the three categories studied. Offered individually, both EP's have the potential to build molecule share by about 50%*, offered concurrently, the average molecule share increase is about 85%.*
- Enhanced packaging shows the highest potential in Rheumatoid Arthritis where none of the other tested drugs were offered in enhanced packaging.
- SOLOMIX shows less price sensitivity than the Premix system (Premix) in all but the anti-infective category where it shows comparable price sensitivity. In anti-infectives, several competitors are available in enhanced packaging.
- When both Frzn and SOLOMIX are offered concurrently at a premium price, the perceived value of the SOLOMIX (relative to the Frzn) is enhanced and SOLOMIX share benefits. The premium price for was higher than Frzn.
- When comparing respondents more likely to buy EPs (Frozen or SOLOMIX) to those less likely to buy EP, we see some differences in self-reported importance ratings for various packaging attributes.
- There are no significant differences when comparing respondents more likely to buy Frzn versus SOLOMIX, except:
 - Heavier users of Frzn (four or more drugs) are more likely to remain loyal to Frzn.
- Many respondents likely to choose Frzn would choose SOLOMIX if it were the only EP option available. If both are offered concurrently, most Frzn choosers remain loyal to Frzn.
* Maximum potential. Does not take into account existing contracts. Assumes respondents have 100% awareness of the available products and their associated benefits.

Summary of Findings

Average EP Gain Across Two Categories*

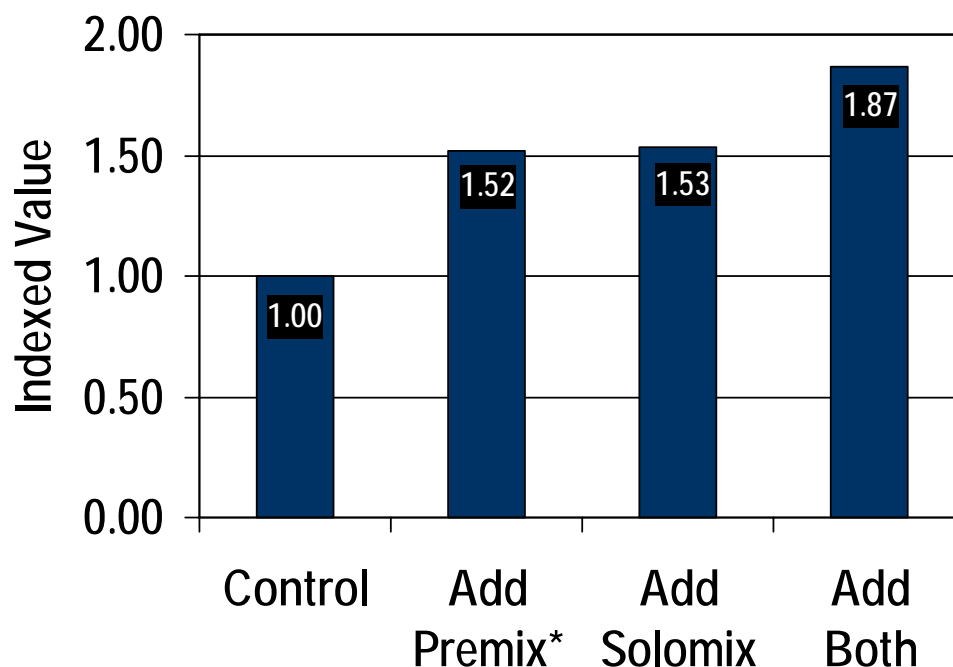


On average and within the Anti Infective and Anti Fungal categories, introduction of a single Enhanced Packaging option can increase a molecules share of choice by up to 52%. Availability in two EP's can build share substantially more.

* Anti Infectives (Cancidas) and Anti Fungals (Tygacil). RA not included in this chart.

Summary of Findings

Average EP Gain Across All Three Categories



On average and within the categories tested, introduction of a single Enhanced Packaging option can increase a molecule's share of choice by up to 53%. Availability in two EP's can build share substantially more.

* Frozen Premix for Anti Infectionals (Candida) and Anti Fungals (Tygacil), Liquid Premix for Rheumatoid Arthritis (Orencia).

Methodology

- Proprietary STEP technique of Eric Marder Associates, Inc.
- Self-administered interviews conducted on the Internet among recruited, hospital pharmacists
- To qualify, must
 - be a direct employee of a hospital with at least 150 beds
 - have at least 3 years of experience
 - must be involved in decision making regarding formulary status for drugs in at least two of three categories (anti-fungal, anti-infective and rheumatoid arthritis).
- Fieldwork conducted from 7/16 – 8/4, 2006
- Completed interviews with 700 hospital pharmacists

Fundamentals of STEP

- **Choice Behavior Measure**
 - Competitive frame
 - Constrained choice
 - Respondent unaware of purpose or sponsor
- **Controlled-Experimental Design**
 - Single criterion measure
 - Isolation of test variable

How STEP Works

- Respondents assigned to one of seven randomly equivalent Test Groups
- All exposed to STEP questionnaire
- Test stimuli vary by group (EP options/prices) with all other information held constant
- Choice behavior compared across groups

The STEP Procedure

I. Current Packaging System Usage

- Packaging system use information collected for each pharmacists
- Used for balancing experimental groups based on past usage

II. Sensitization

- Exposure and sensitization to each drug/administration option(s) prior to choice allocation
 - Requires respondents to pay attention to each drug/administration option, price, and other information on each product screen

STEP Product Page: Anti-Fungal Drug Category (example)

Cancidas® (caspofungin acetate)

Clinical Profile

Indications: Approved for the treatment of candidemia and the following candida infections: intra-abdominal abscesses, peritonitis and pleural space infections.

Route of administration: IV Infusion **Dose:** 70 mg Day 1 loading dose, 50 mg thereafter **Frequency:** Once daily **Main side effects:** Rash, facial swelling, pruritus, sensation of warmth or bronchospasm

Administration Systems

	Standard Vial Review	Frozen Premix Review	Solomix Review
Supplies Needed for Single Dose	7 components + 1 vial.	2 components.	2 components.
Preparation	18 steps, approximately 1.5 minutes.	Once thawed, 2 steps, approximately 5 seconds.	8 steps, approximately 30 seconds.
Dosing Accuracy	Manual reconstitution requiring many supplies and multiple steps increases the chance of human error.	Manufacturer prepared premix bag. No reconstitution decreases the chance of human error.	Manufacturer prepared bag with pre-attached vial decreases the chance of human error. Human error possible during reconstitution steps.
Risk of Contamination	Higher risk of contamination due to multiple components/steps. Some components must be swabbed with alcohol.	Lower risk of contamination. No reconstitution required.	Lower risk of contamination. Manufactured with pre-attached reconstitution mechanism.
Drug Wastage	Short expiry dating once prepared can result in wasted drug product.	Break resistant, frozen/refrigerated shelf life is longer than prepared vial reducing risk of drug wastage.	Point of care activation provides dating similar to the vial prior to activation reducing risk of drug waste.
Storage	Vial plus other supplies for reconstitution require more space than a minibag. Vial must be stored in refrigerator.	Ready to use product takes up the same amount of space as a minibag, must be stored in freezer.	Minibag with pre-attached vial takes up slightly more space than minibag and must be stored in a refrigerator.
Price per Dose	\$329	\$334	\$335

Does this product's clinical profile impress you favorably?
 Yes No Not Sure

Do the product's Administration Systems impress you favorably?
 Yes No Not Sure

Do you believe the product is worth the prices shown?
 Yes No Not Sure

[Click Here After Reading & Answering](#)

For market research purposes only, confidential, and not for dissemination.

- ✓ Drug Name
- ✓ Indications, Dosage, Side effects
- ✓ Admin. Systems, Price
- ✓ Opportunity to review Admin. Systems
- ✓ Sensitization questions

*The questionnaire and the questioning procedure are part of Eric Marder Associates' proprietary STEP methodology

The STEP Procedure

III. STEP Choice Allocation

- Respondent indicates future preference among competitive frame in each of three drug categories
 - Anti-fungal
 - Anti-infective
 - Rheumatoid Arthritis

IV. Classification Questions

- Descriptive and diagnostic data collection

STEP Choice Allocation Page: Anti-Fungal Drug Category

Assume that all of the **anti-fungal** products in this survey are currently available with the administration systems and at the prices shown, less whatever discount your institution normally receives from the manufacturer.

Please distribute the **blue** tokens among the various products/administration systems listed below to show how you feel about recommending these product options for your hospital's pharmacy. Use the + buttons to add tokens and the - buttons to take away tokens.

- The more likely it is that you would recommend a particular product option for your hospital's pharmacy (assuming it is available at the price shown), the more tokens you should give to that product option.
- You may give any product option all or none of the tokens or as many or as few as you want. But remember, you have only 10 tokens for all the product options. And the more tokens you give to one product option the fewer will be left for the others. Please use all 10 tokens.
- You may review the description of any product by clicking on the "Review Product" button to the right of each product option.
- You may also review the description of administration systems by [clicking here](#).

Here are your 10 blue tokens: 

Anti-Fungal Products	Distribute		Tokens	Click to Review Products
Ambisome: <i>Standard Drug Vial, \$785 per dose</i>	<input data-bbox="952 735 999 763" type="button" value="+"/>	<input data-bbox="1018 735 1066 763" type="button" value="-"/>	<input data-bbox="1094 735 1408 763" type="text" value=""/>	<input data-bbox="1485 735 1532 763" type="button" value=""/>
Candidas: <i>Standard Drug Vial, \$329 per dose</i>	<input data-bbox="952 771 999 799" type="button" value="+"/>	<input data-bbox="1018 771 1066 799" type="button" value="-"/>	<input data-bbox="1094 771 1408 799" type="text" value=""/>	<input data-bbox="1485 771 1532 799" type="button" value=""/>
Candidas: <i>Frozen Premix, \$334 per dose</i>	<input data-bbox="952 806 999 835" type="button" value="+"/>	<input data-bbox="1018 806 1066 835" type="button" value="-"/>	<input data-bbox="1094 806 1408 835" type="text" value=""/>	<input data-bbox="1485 806 1532 835" type="button" value=""/>
Candidas: <i>Solomix, \$335 per dose</i>	<input data-bbox="952 842 999 871" type="button" value="+"/>	<input data-bbox="1018 842 1066 871" type="button" value="-"/>	<input data-bbox="1094 842 1408 871" type="text" value=""/>	<input data-bbox="1485 842 1532 871" type="button" value=""/>
Generic fluconazole: <i>IV Glass Bottle, \$33 per dose</i>	<input data-bbox="952 878 999 906" type="button" value="+"/>	<input data-bbox="1018 878 1066 906" type="button" value="-"/>	<input data-bbox="1094 878 1408 906" type="text" value=""/>	<input data-bbox="1485 878 1532 906" type="button" value=""/>
Generic fluconazole: <i>Liquid Premix, \$28 per dose</i>	<input data-bbox="952 913 999 942" type="button" value="+"/>	<input data-bbox="1018 913 1066 942" type="button" value="-"/>	<input data-bbox="1094 913 1408 942" type="text" value=""/>	<input data-bbox="1485 913 1532 942" type="button" value=""/>
Generic amphotericin B: <i>Standard Drug Vial, \$9 per dose</i>	<input data-bbox="952 949 999 978" type="button" value="+"/>	<input data-bbox="1018 949 1066 978" type="button" value="-"/>	<input data-bbox="1094 949 1408 978" type="text" value=""/>	<input data-bbox="1485 949 1532 978" type="button" value=""/>

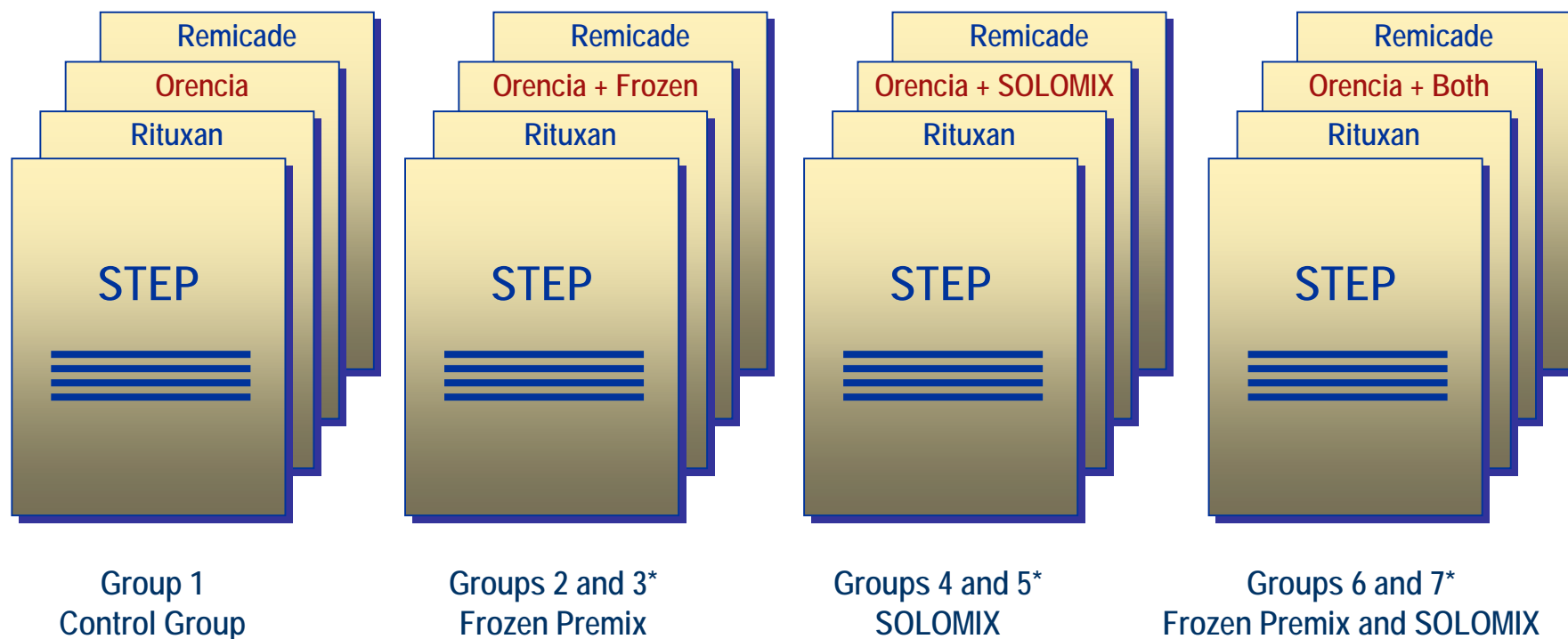
*The questionnaire and the questioning procedure are part of Eric Marder Associates' proprietary STEP methodology

STEP Analysis

Strategy Share

- Share of choice each product/administration combination receives within each drug category
- Balanced based on recent use of administration systems
- Compared across the different administration system options for each of three drug categories

The Experimental Design (Shown for Rheumatoid Arthritis only)



Note: Each competing drug may be available in one or more delivery systems.

*Groups 3, 5, and 7 included a price premium for the test drug.

What is a STEP Strategy Share?

- STEP Strategy Shares are measures of each product's potential, assuming:
 - a market defined by the products included in the study
 - awareness of the information presented on each page
 - parity “distribution” and support for each product
 - consideration and availability of all products at point of choice decision
 - product delivery comparable to expectations
- If a product has a substantially higher Strategy Share than Market Share, it is an indication that it is being inhibited by lower awareness (consideration), distribution or advertising and promotion
- Conversely, a product whose Market Share is substantially higher than its Strategy Share usually has an awareness, distribution and/or advertising and promotion advantage, relative to parity questionnaire conditions

STEP®= Strategy Share Potential: Anti-Fungal Agents

	Control Group 1 (n=100)	Frozen Premix Groups 2,3 (n=200)	SOLOMIX Groups 4,5 (n=200)	Frozen & SOLOMIX Groups 6,7 (n=200)
Candidas SDV	16.6%	7.4%	7.6%	7.3%
Candidas Frozen Premix	--	16.6	--	13.8
Candidas SOLOMIX	--	--	16.8	10.3
Candidas Line	16.6	24.0	24.4	31.4
Ambisome SDV	9.8	6.0	7.8	6.6
Generic Amphotericin B SDV	21.6	19.9	20.8	19.0
Fluconazole Line (detail below)	52.0	50.1	47.1	43.0
TOTAL	100%	100%	100%	100%
Generic Fluconazole IV Bottle	10.0	7.3	7.3	6.3
Generic Fluconazole Liquid Premix	42.0	42.7	39.8	36.7

Comments: Both Frzn and SOLOMIX can build the share of Candidas significantly. Frzn captures more share from Ambisome while SOLOMIX captures more from Fluconazole (particularly as a liquid premix). Offering both nearly doubles the appeal of Candidas

STEP Strategy Share Potential: Anti-Infective Agents

	Control Group 1 (n=100)	Frozen Premix Groups 2,3 (n=200)	SOLOMIX Groups 4,5 (n=200)	Frozen & SOLOMIX Groups 6,7 (n=200)
Tygacil SDV	12.1%	5.0%	5.3%	4.4%
Tygacil Frozen Premix	--	12.7	--	10.8
Tygacil in SOLOMIX	--	--	13.6	7.4
Tygacil Line	12.1	17.6	18.9	22.6
Cubicin SDV	8.3	7.2	8.1	7.5
Zyvox Liquid Premix	24.3	20.8	21.8	22.3
Vancomycin Line (detail below)	55.3	54.5	51.2	47.7
TOTAL	100%	100%	100%	100%
Generic Vancomycin SDV	19.2	16.4	14.9	11.5
Generic Vancomycin ADDVantage	15.5	15.9	17.3	18.3
Generic Vancomycin Frozen Premix	20.8	22.2	19.0	17.9

Comments: Both Frzn and SOLOMIX build the shares of Tygacil. Zyvox is at the greatest risk as EPs are introduced for Tygacil. Vancomycin EPs benefit from a halo-effect. When both are introduced, Tygacil share potential increases markedly.

STEP Strategy Share Potential: Rheumatoid Arthritis Agents

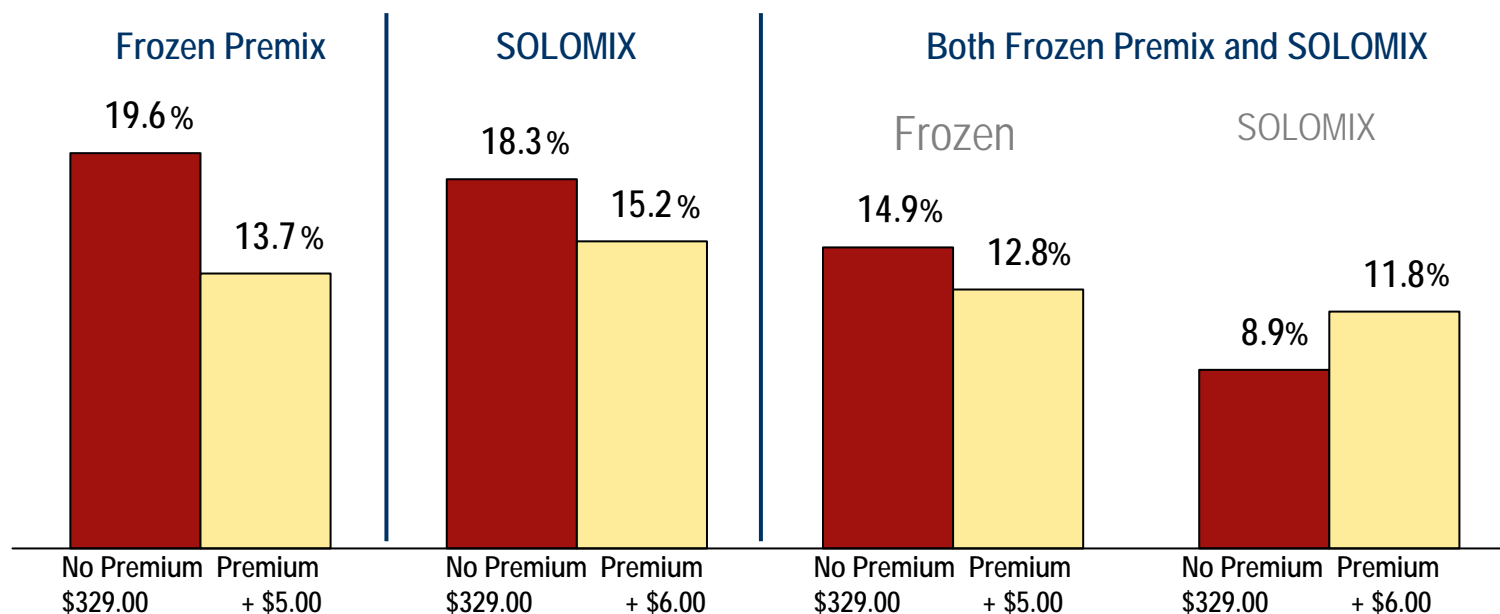
	Control Group 1 (n=100)	Liquid Premix Groups 2,3 (n=200)	SOLOMIX Groups 4,5 (n=200)	Liquid & SOLOMIX Groups 6,7 (n=200)
Orencia SDV	25.6%	8.1%	10.0%	5.5%
Orencia Liquid Premix	--	34.6	--	26.7
Orencia in SOLOMIX	--	--	30.2	15.0
Orencia Line	25.6	42.7	40.2	47.2
Rituxan SDV	21.6	16.8	16.3	15.5
Remicade SDV	52.8	40.5	43.5	37.2
TOTAL	100%	100%	100%	100%

Comments: There is significant opportunity for Orencia to grow share as the only category drug available in EP. As the market leader, Remicade is likely to fall significantly should Orencia become available in enhanced packaging.

STEP Strategy Share Potential: Impact of Price Premium on EP Anti-Fungal Drugs, test drug = Cancidas, (n=600, 100N per group)

Strategy Share of EP Administration Systems

Detail

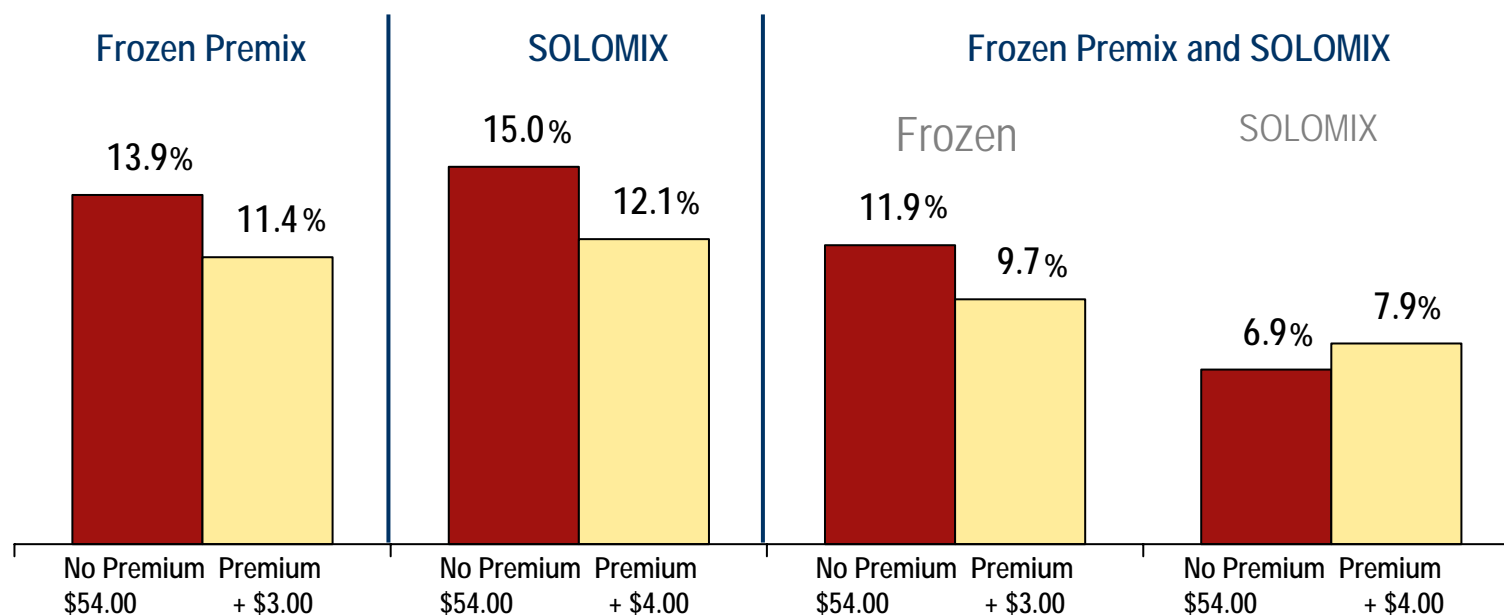


Conclusion: In Anti-fungals, SOLOMIX is less price sensitive than Frzn. When offered concurrently, the higher price increases perceived value for SOLOMIX.

STEP Strategy Share Potential: Impact of Price Premium on EP Anti-Infective Drugs, test drug = Tygacil, (n=600, 100N per group)

Strategy Share of EP Administration Systems

Detail

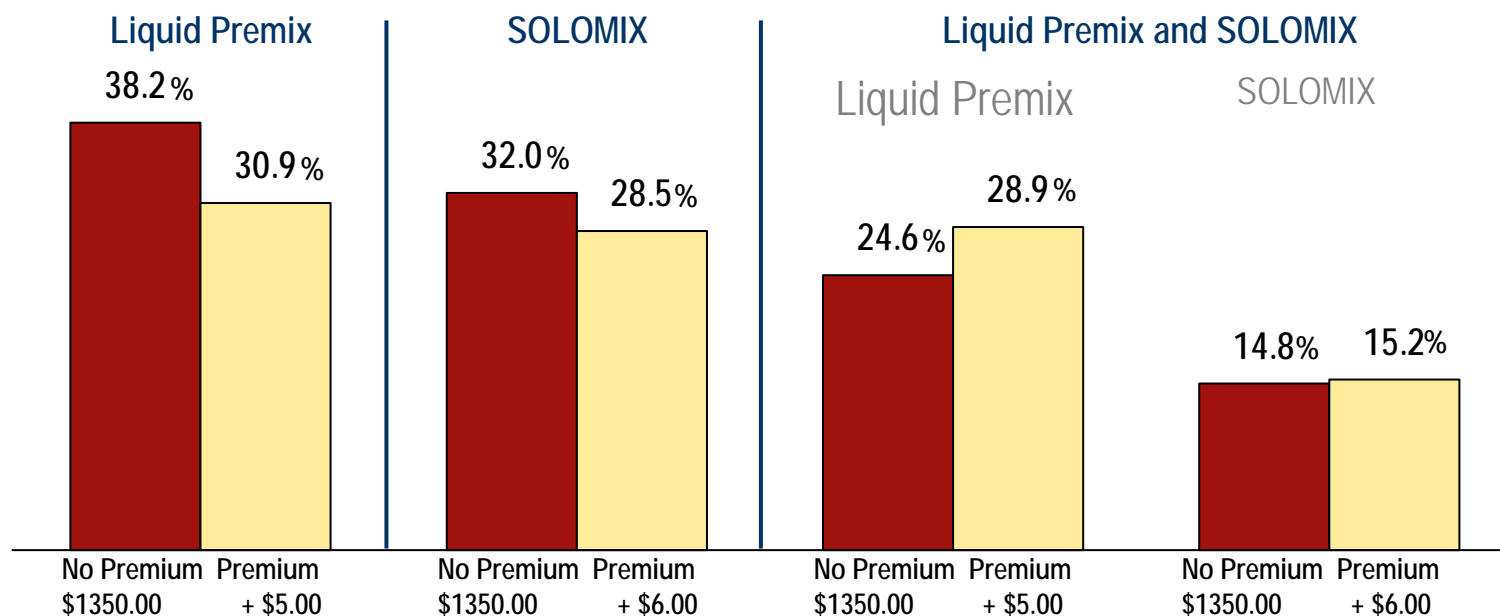


Conclusion: In anti-infectives, Frzn and SOLOMIX have similar price sensitivity when offered as the only EP. When offered concurrently, we again see that SOLOMIX benefits from an increase in perceived value when offered at the higher price.

STEP Strategy Share Potential: Impact of Price Premium on EP Rheumatoid Arthritis Drugs, test drug = Orencia, (n=600, 100N per group)

Strategy Share of EP Administration Systems

Detail



Conclusion: In RA drugs, SOLOMIX has less price sensitivity when offered as the only EP. When offered concurrently, both benefit from increased perceived value at the higher price. We can conclude that with two products available in EP, the overall perceived value of EP is strengthened within the category.



Appendix A

The profiles of respondents more likely to buy Frozen is almost identical to the profile of those more likely to buy SOLOMIX

Sample Characteristics

Years As a Pharmacist		All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
	3-10 years	27%	30%	24%
	11-20 years	34	33	35
	More than 20 years	<u>39</u>	<u>37</u>	<u>41</u>
		100%	100%	100%
Number of Beds in the Hospital				
	151-299 beds	54%	53%	50%
	300-499 beds	33	33	38
	500 or more beds	<u>13</u>	<u>13</u>	<u>11</u>
		100%	100%	100%

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics (cont'd)

Involvement in Recommending or Making Decisions	All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Member of this hospital's Value Analysis or Product Evaluation Committee	21%	21%	23%
Report results of product evaluations and make recommendations to the Value Analysis or Product Evaluation Committee relative to product selection and/or purchase	14	13	15
Make recommendations and influence decision-making	<u>65</u>	<u>66</u>	<u>63</u>
	100%	100%	100%

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics (cont'd)

Current Title or Position	All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Director of Pharmacy	18%	15%	21%
Assistant Director of Pharmacy	10	11	7
Clinical Pharmacist	46	46	45
Staff Pharmacist	23	22	23
IV Room Supervisor	<u>4</u>	<u>5</u>	<u>4</u>
	100%	100%	100%

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics

Provide Guidance in the Formulary Status of...	All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Anti-Fungal Agents	98%	98%	99%
Anti-Infective Agents	100	100	100
Rheumatoid Arthritis Agents	72	69	73
Packaging Systems Currently Used for Infused Drugs			
Standard Vial	95%	95%	93%
IV Glass Bottle	69	70	69
Liquid Premix	91	92	88
Baxter Frozen Premix	66	78	61
Hospira ADD-Vantage	56	49	61
Braun Duplex	11	8	13
MINI-BAG with recon device attached	44	48	43

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics (cont'd)

GPO Affiliation	All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Amerinet	8%	7%	8%
Broadlane	6	5	6
Consorta	5	6	6
HPG	3	3	5
Kaiser	2	2	3
Medassets	4	3	4
Novation - UHC	16	15	18
Premier	28	30	25
Trinity	2	2	2
VHA	14	13	13
Other	28	30	26

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics (cont'd)

Number of Frozen Drugs Used		All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
	Do not use frozen drugs	34%	22%	39%
	1-3	15	10	18
	4-7	30	39	25
	8 or more	<u>20</u>	<u>30</u>	<u>18</u>
		100%	100%	100%

USP 797 Effect on Pharmacy				
	Required physical expansion	58%	56%	56%
	Increased the use of ready to use and ready to mix products	70	73	68
	Caused changes on formulary in favor of drugs available ready to use or ready to mix	33	34	35
	Added additional pharmacy technicians	31	30	30
	Increased nurse admixture	6	6	5

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics (cont'd)

Influence of Availability of Ready to Use/Mix Drugs on Formulary Decisions		All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Very Important		38%	43%	40%
Important		40	38	42
Somewhat Important		16	15	13
Not Important		<u>5</u>	<u>4</u>	<u>5</u>
		100%	100%	100%

24-Hour Pharmacy		All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Yes		70%	69%	67%
No		<u>30</u>	<u>32</u>	<u>33</u>
		100%	100%	100%

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics

Teaching Hospital		All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
Yes		52%	53%	54%
No		<u>48</u>	<u>47</u>	<u>46</u>
		100%	100%	100%
Number of Satellite Pharmacies				
	0	47%	46%	48%
	1-2	32	32	32
	3-4	13	12	12
	5-6	6	7	6
	7-8	2	2	1
	9 or more	<u>1</u>	<u>1</u>	<u>1</u>
		100%	100%	100%

*Respondents allocating four or more tokens to the administration system.

Sample Characteristics (cont'd)

% of IV Admixtures Prepared in Satellite Pharmacies		All (n=700)	> Prob.* Frozen (n=327)	> Prob.* SOLOMIX (n=234)
	0-20%	38%	37%	38%
	21-40%	7	9	7
	41-60%	3	3	1
	61-80%	1	1	2
	81-100%	4	5	4
	Not applicable (No satellite pharmacies)	<u>47</u>	<u>46</u>	<u>48</u>
		100%	100%	100%

*Respondents allocating four or more tokens to the administration system.



Appendix B

Characteristics most important in selecting an administration system
More likely to choose SOLOMIX v. less likely to choose SOLOMIX

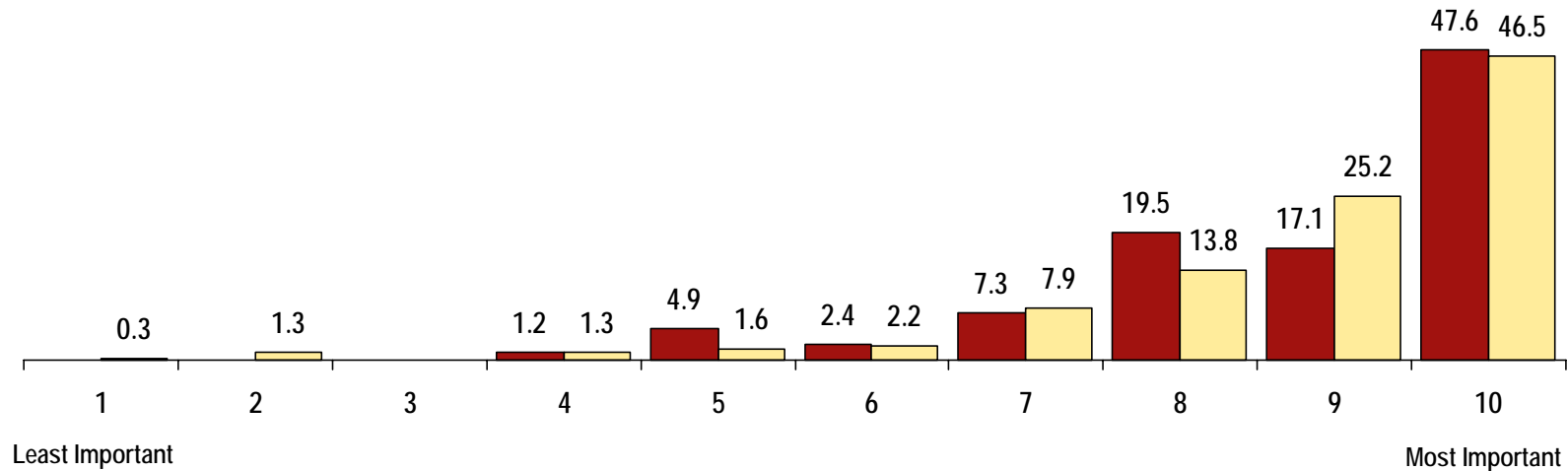
Characteristics of Administration Systems

Ranked Mean Scores of Importance Ratings on Scale of 1 = Least important to 10 = Most important	All	Among Respondents Exposed to SOLOMIX - Groups 4 to 7	
		No Tokens to SOLOMIX	1 or More Tokens to SOLOMIX
	N =700	N = 82	N = 318
Low likelihood of medication errors *	9.1	9.1	9.1
Minimizes possibility of contamination	8.8	8.8	8.9
Cost effectiveness	8.7	8.6	8.6
Ease of use *	8.6	8.5	8.6
Aids in meeting USP 797 guidelines *	8.3	8.0	8.3
Length of expiry dating or stability dating	8.2	8.3	8.2
Ease of staff training *	8.0	7.8	8.1
Minimal preparation time	8.0	8.0	8.0
On GPO contract	7.8	7.5	7.8
No need for a specialized vial	7.4	7.2	7.5
Number of drugs available in the administration system *	7.2	6.9	7.3
System fits well in automated dispensing machine	6.4	5.9	6.5
The absence of PVC material	6.1	5.8	6.1
Manufacturer of the packaging system *	5.6	5.3	5.6

* These characteristics show higher differentiation between pharmacists *more likely* to choose SOLOMIX vs. those *less likely* to choose SOLOMIX. Detail follows.

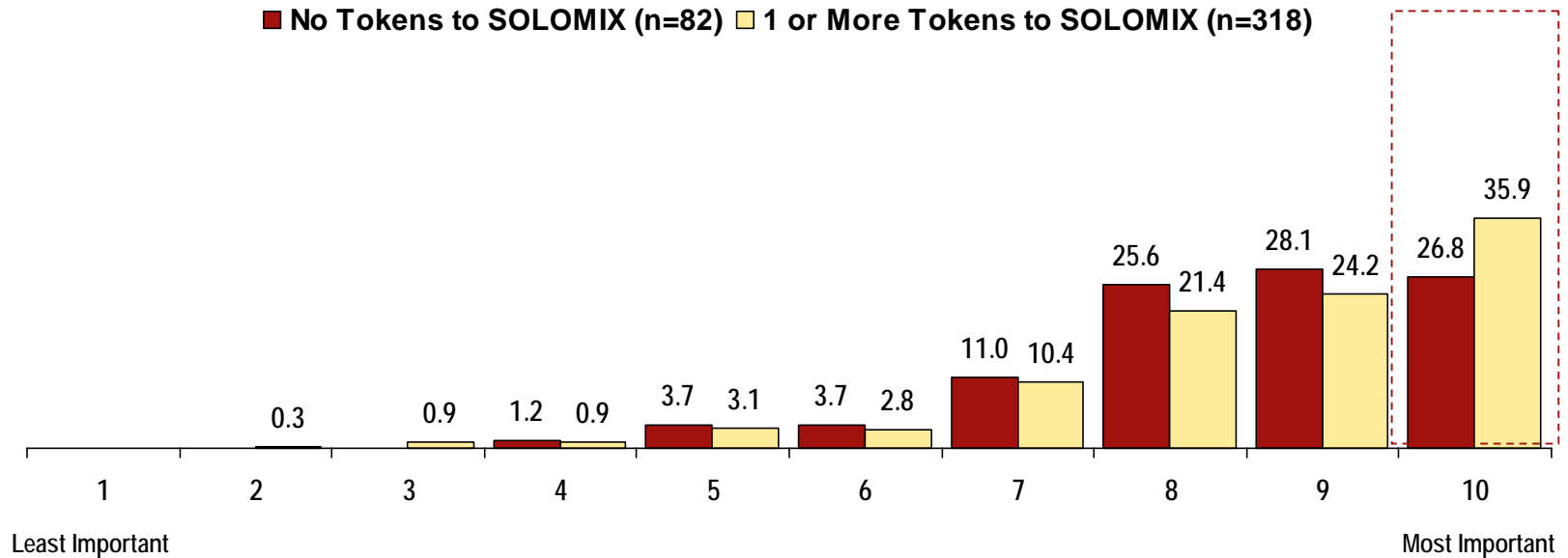
Importance in Selecting Drug Admin System: Minimizes Possibility of Contamination

■ No Tokens to SOLOMIX (n=82) ■ 1 or More Tokens to SOLOMIX (n=318)



Comment: Minimal differentiation between those more likely to purchase SOLOMIX vs. those less likely to.

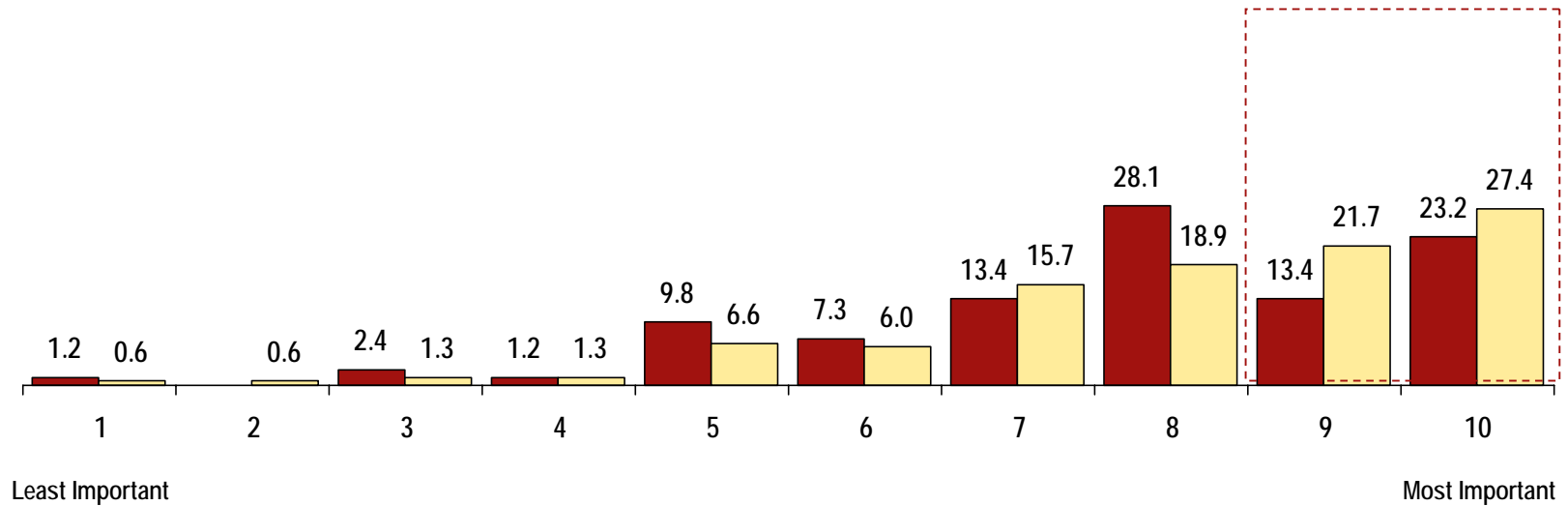
Importance in Selecting Drug Admin System: Ease of Use



Comment: Some potential as a differentiator.

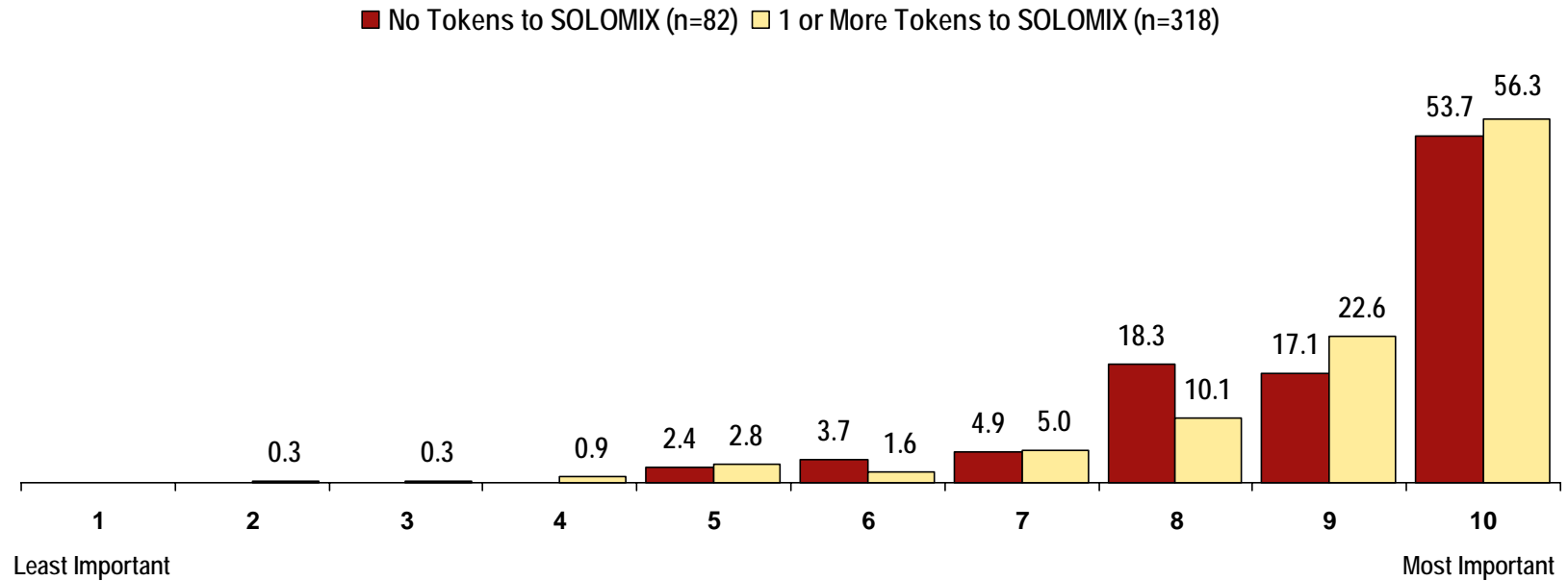
Importance in Selecting Drug Admin System: Ease of Staff Training

■ No Tokens to SOLOMIX (n=82) ■ 1 or More Tokens to SOLOMIX (n=318)



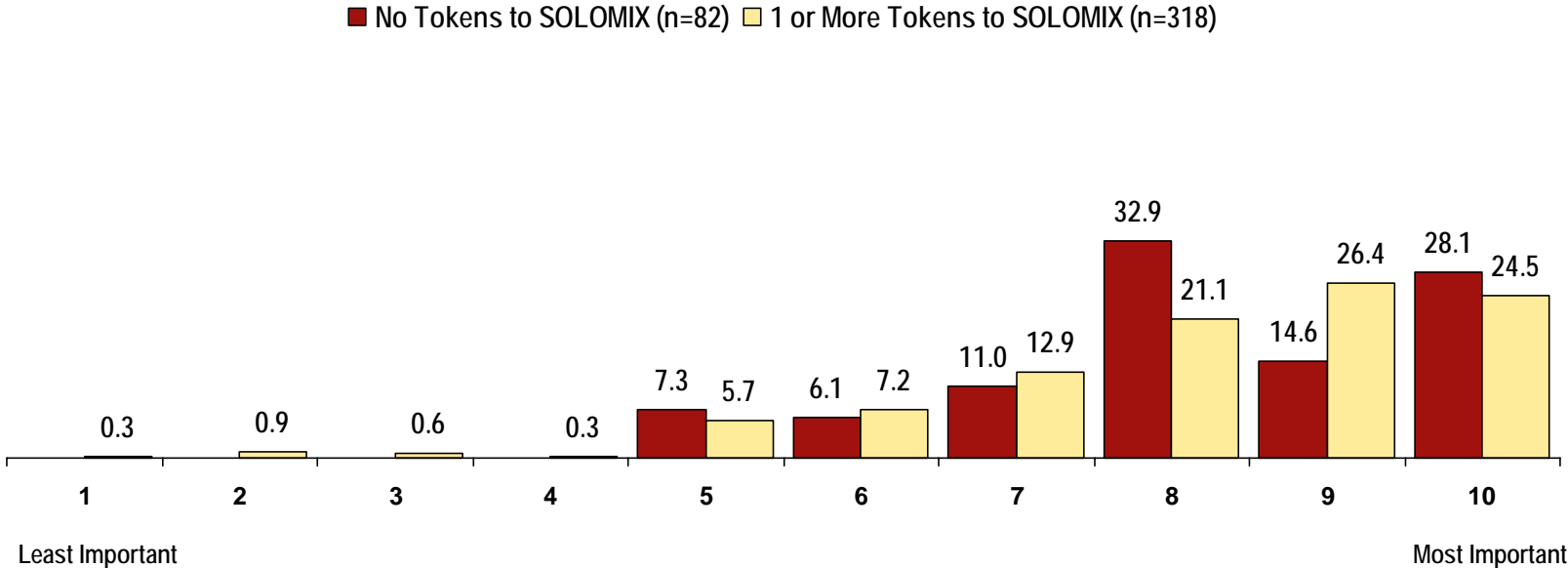
Comment: Some potential as a differentiator.

Importance in Selecting Drug Admin System: Low Likelihood of Medication Errors



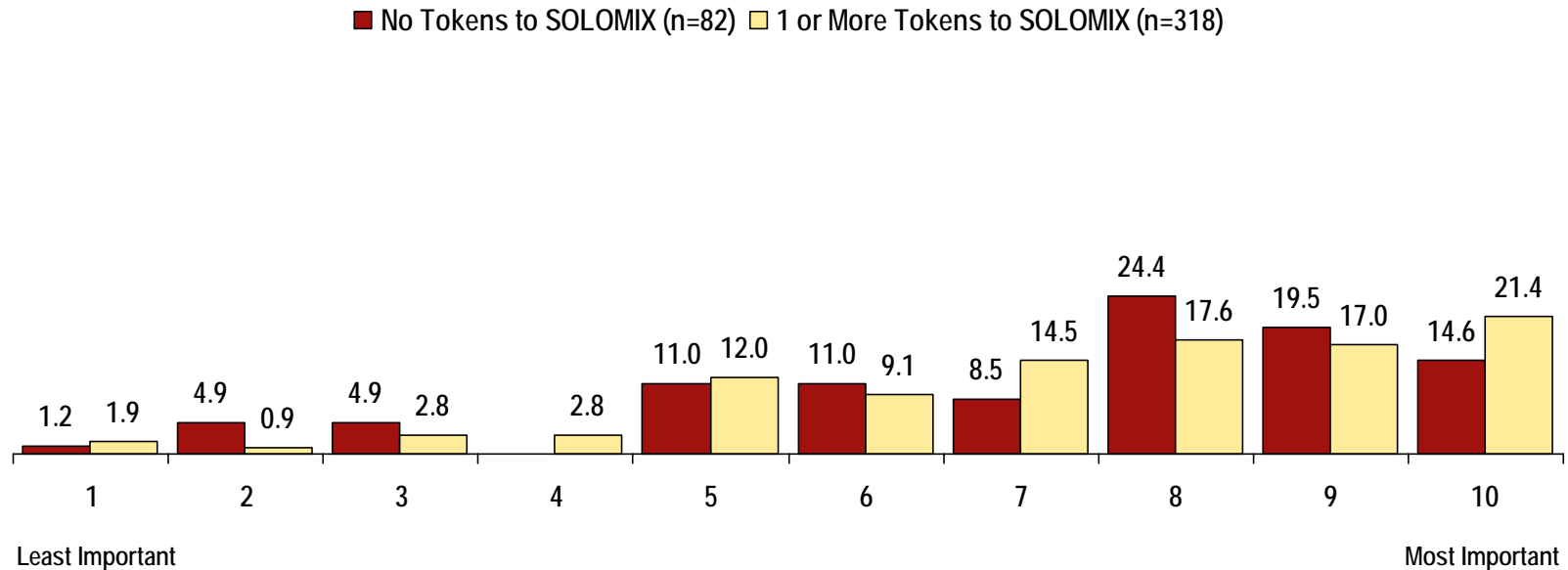
Comment: Minimal differentiation.

Importance in Selecting Drug Admin System: Length of Expiry Dating or Stability Dating



Comment: Minimal differentiation.

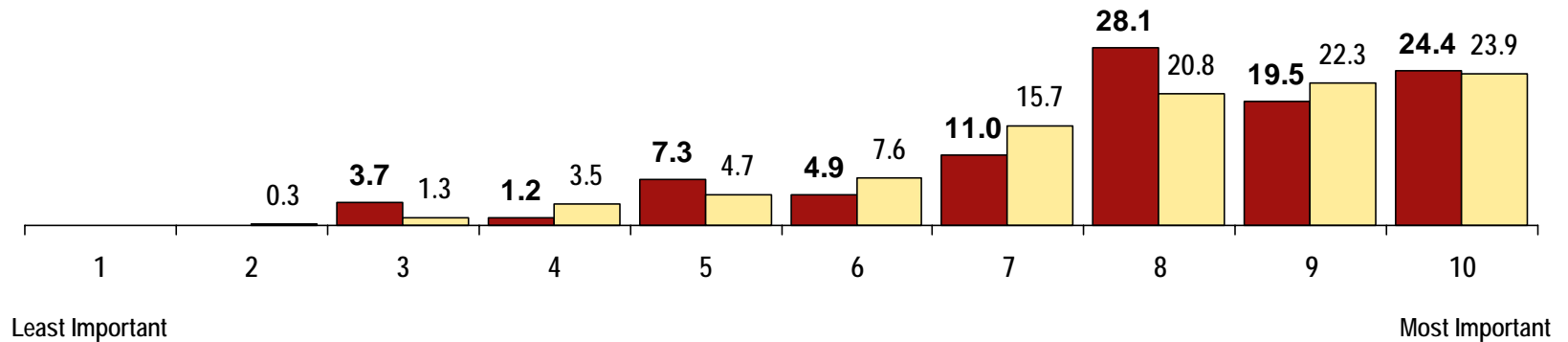
Importance in Selecting Drug Admin System: No Need for a Specialized Vial



Comment: Minimal differentiation.

Importance in Selecting Drug Admin System: Minimal Preparation Time

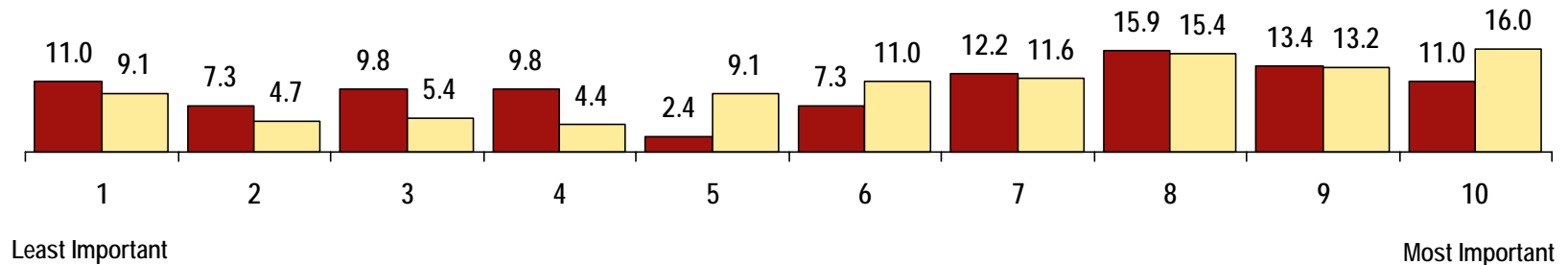
■ No Tokens to SOLOMIX (n=82) ■ 1 or More Tokens to SOLOMIX (n=318)



Comment: Minimal differentiation.

Importance in Selecting Drug Admin System: System Fits Well in Automated Dispensing Machine

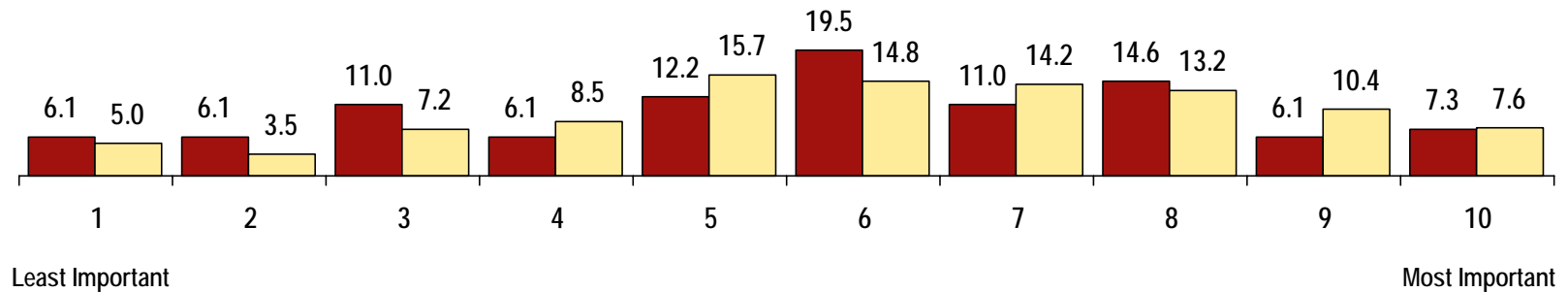
■ No Tokens to SOLOMIX (n=82) ■ 1 or More Tokens to SOLOMIX (n=318)



Comment: Minimal differentiation.

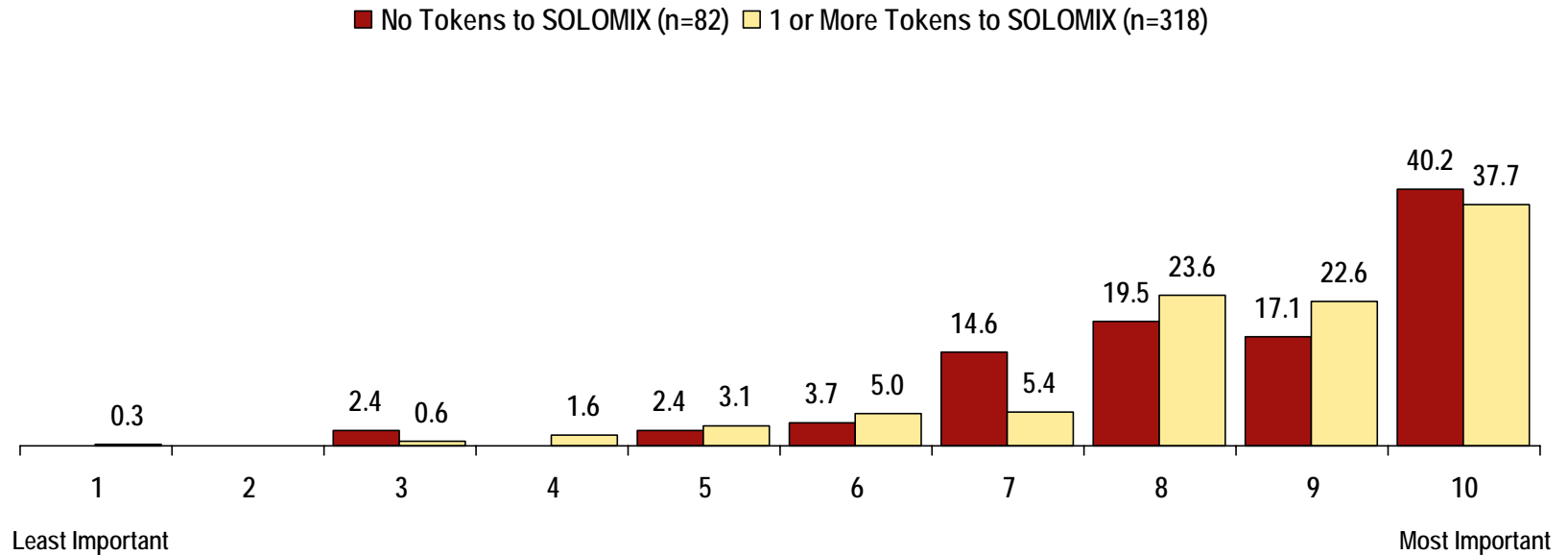
Importance in Selecting Drug Admin System: The Absence of PVC Material

■ No Tokens to SOLOMIX (n=82) ■ 1 or More Tokens to SOLOMIX (n=318)



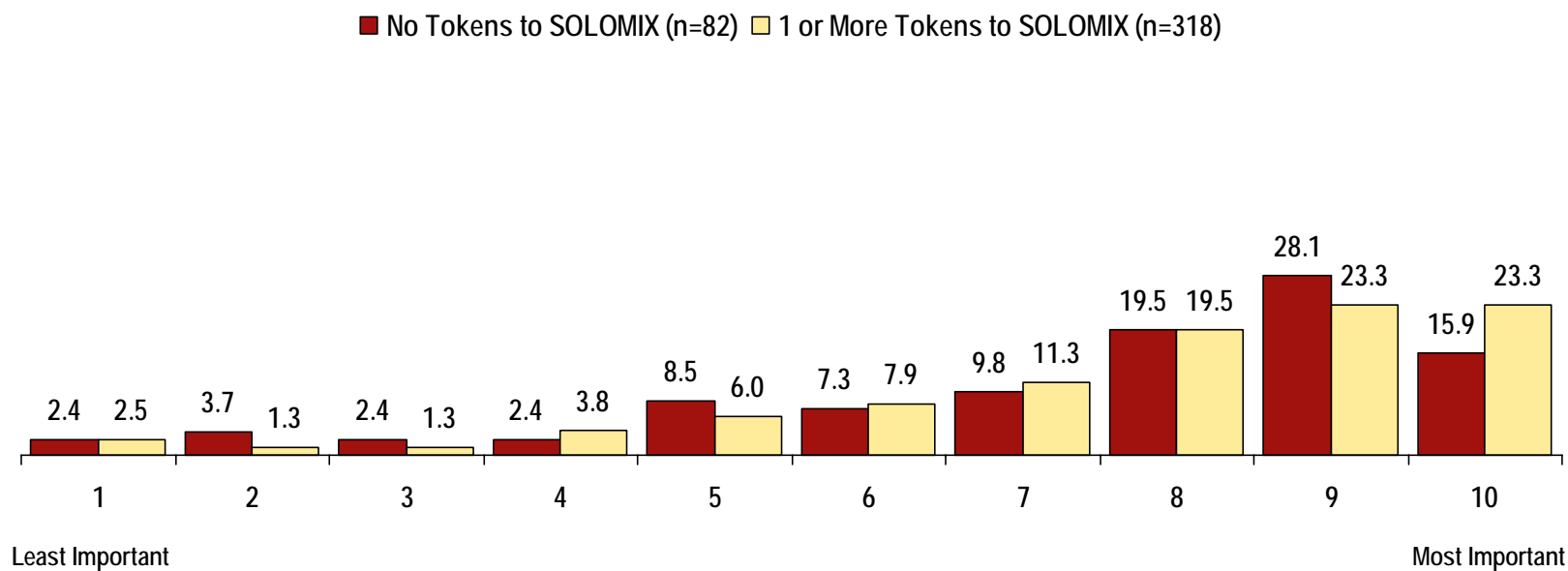
Comment: Minimal differentiation.

Importance in Selecting Drug Admin System: Cost Effectiveness



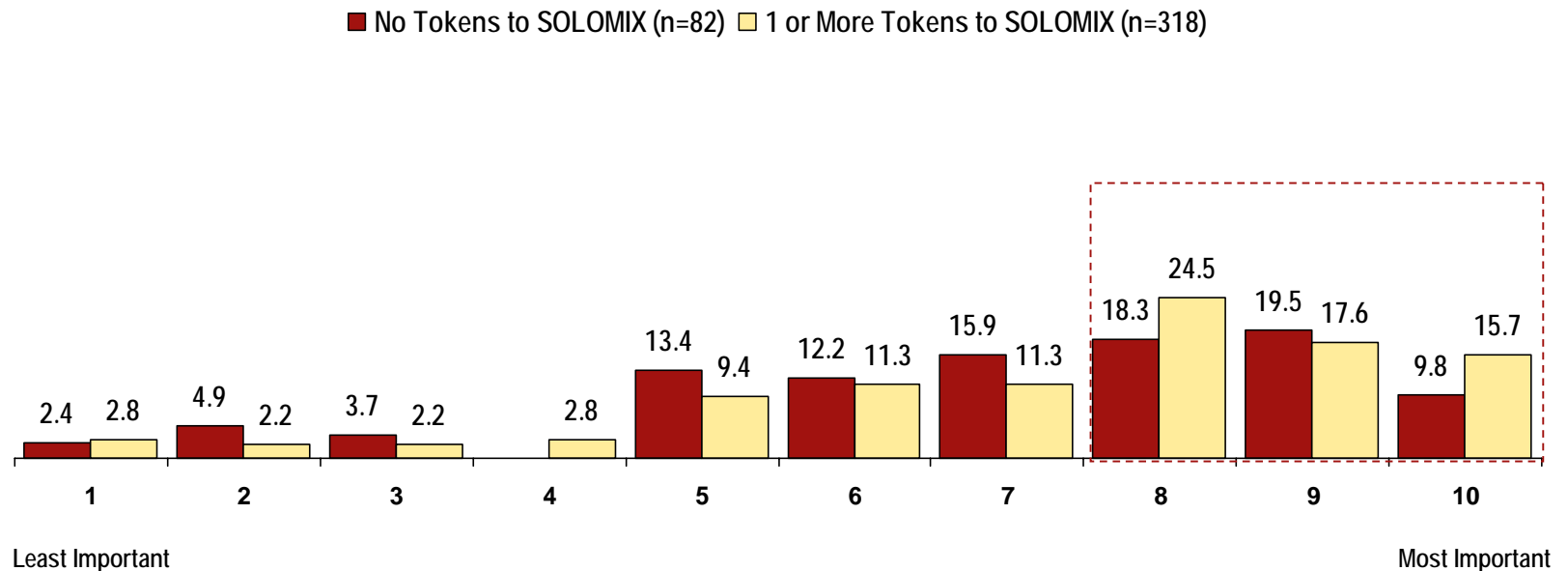
Comment: Minimal differentiation.

Importance in Selecting Drug Admin System: On GPO Contract



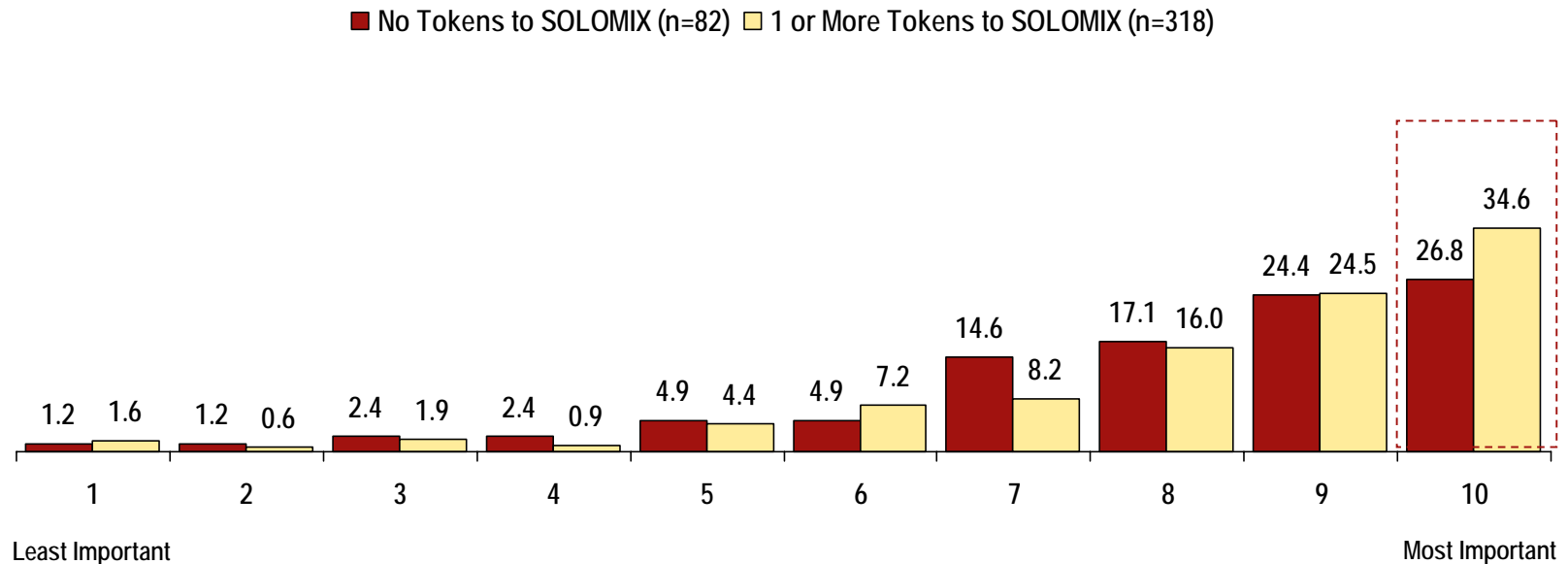
Comment: Minimal differentiation.

Importance in Selecting Drug Admin System: Number of Drugs Available



Comment: Some potential as a differentiator.

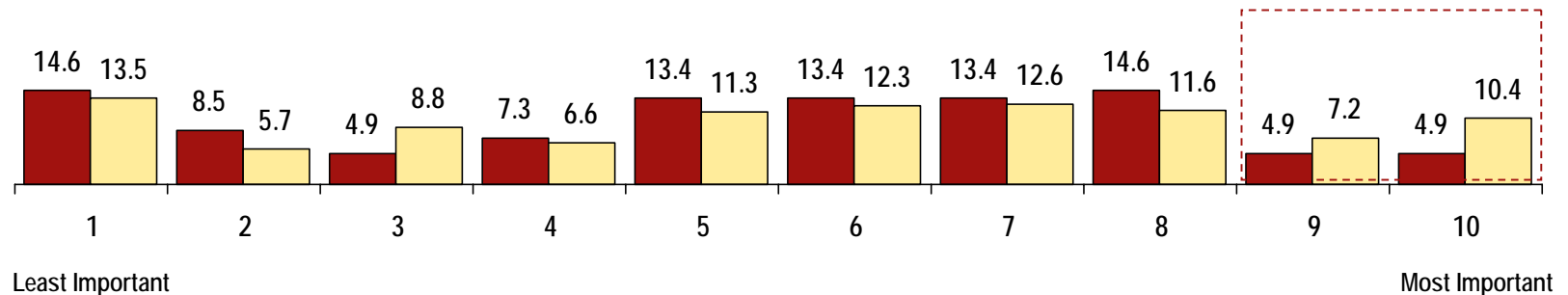
Importance in Selecting Drug Admin System: Aids in Meeting USP 797 Guidelines



Comment: Some potential as a differentiator.

Importance in Selecting Drug Admin System: Manufacturer of the Packaging System

■ No Tokens to SOLOMIX (n=82) ■ 1 or More Tokens to SOLOMIX (n=318)



Comment: Some potential as a differentiator.



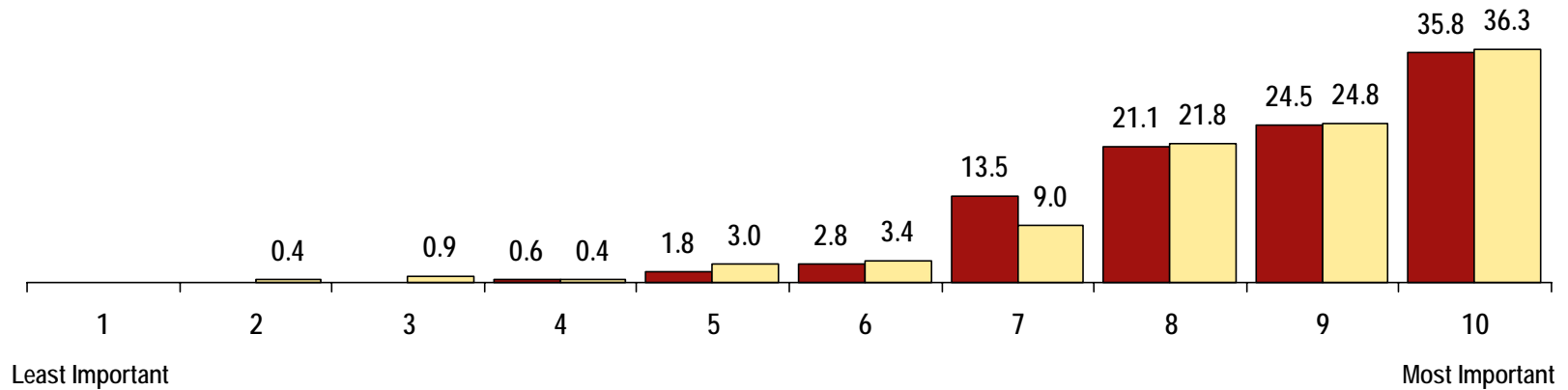
Appendix C

Characteristics most important in selecting an administration system
More likely to choose Frozen v. more likely to choose SOLOMIX

These data show that the same factors are relevant to those interested in enhanced packaging regardless of whether they more inclined to buy Frozen or more inclined to buy SOLOMIX.

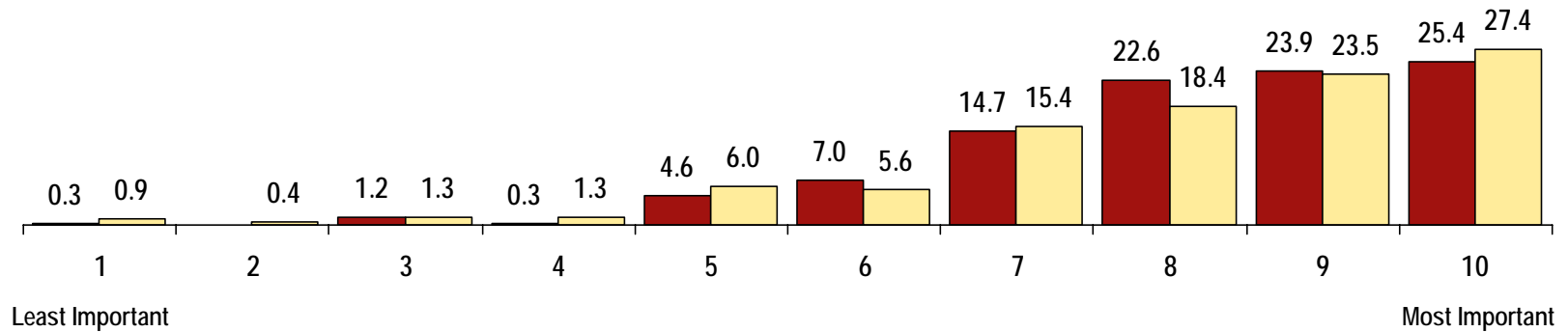
Importance in Selecting Drug Admin System: Ease of Use

■ > Prob. Frozen (n=327) ■ > Prob. SOLOMIX (n=234)



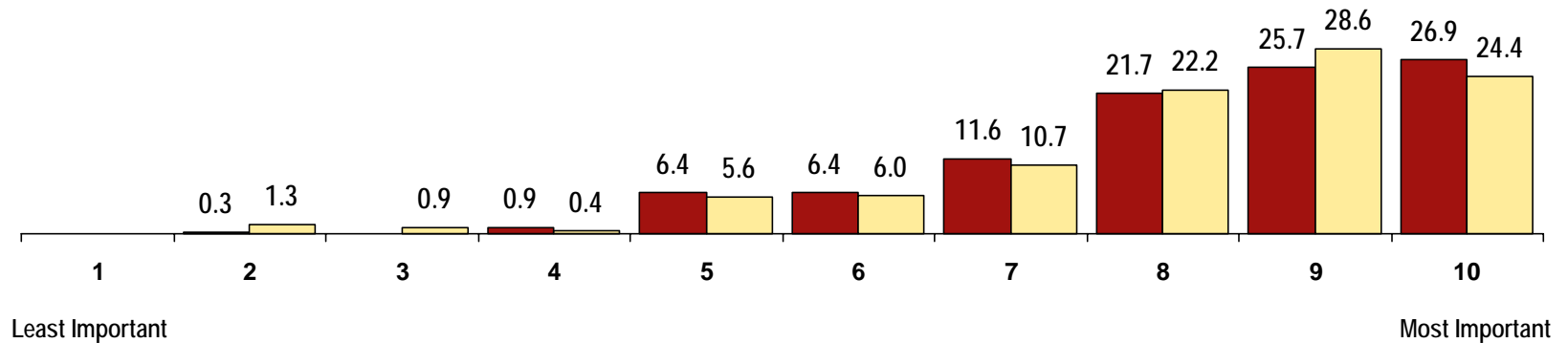
Importance in Selecting Drug Admin System: Ease of Staff Training

■ > Prob. Frozen (n=327) ■ > Prob. SOLOMIX (n=234)



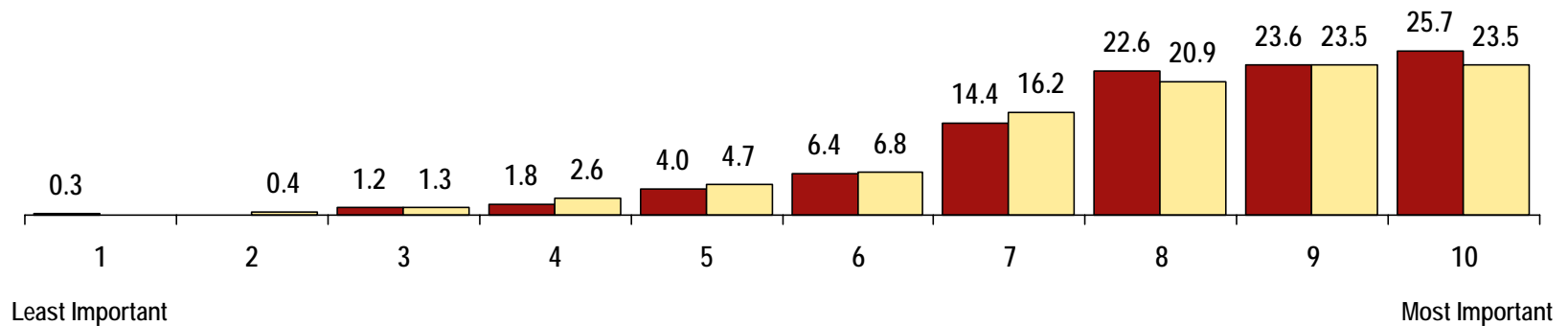
Importance in Selecting Drug Admin System: Length of Expiry Dating or Stability Dating

■ > Prob. Frozen (n=327) □ > Prob. SOLOMIX (n=234)



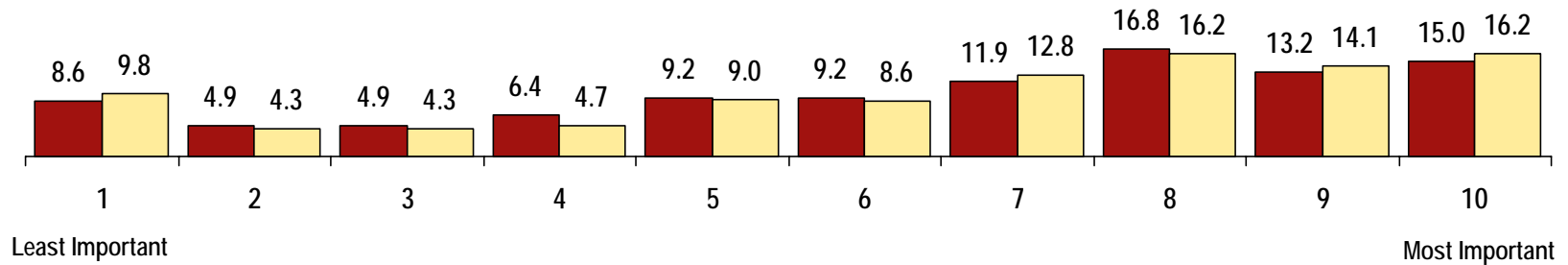
Importance in Selecting Drug Admin System: Minimal Preparation Time

■ > Prob. Frozen (n=327) ■ > Prob. SOLOMIX (n=234)



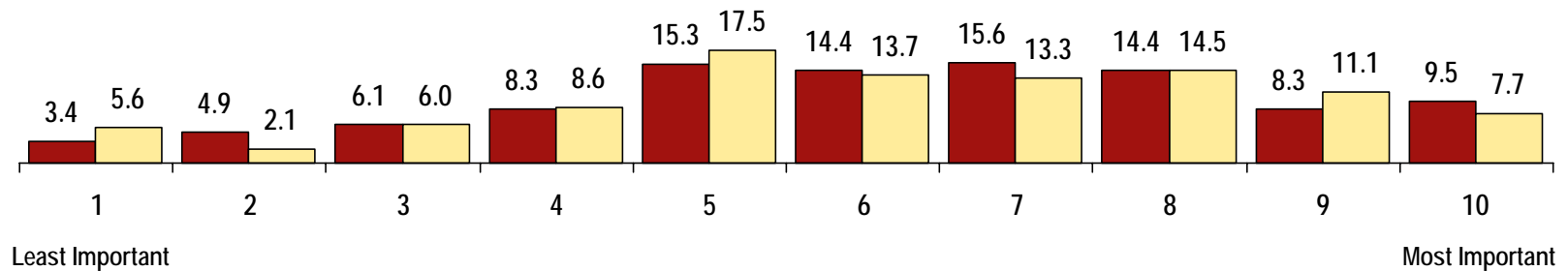
Importance in Selecting Drug Admin System: System Fits Well in Automated Dispensing Machine

■ > Prob. Frozen (n=327) ■ > Prob. SOLOMIX (n=234)



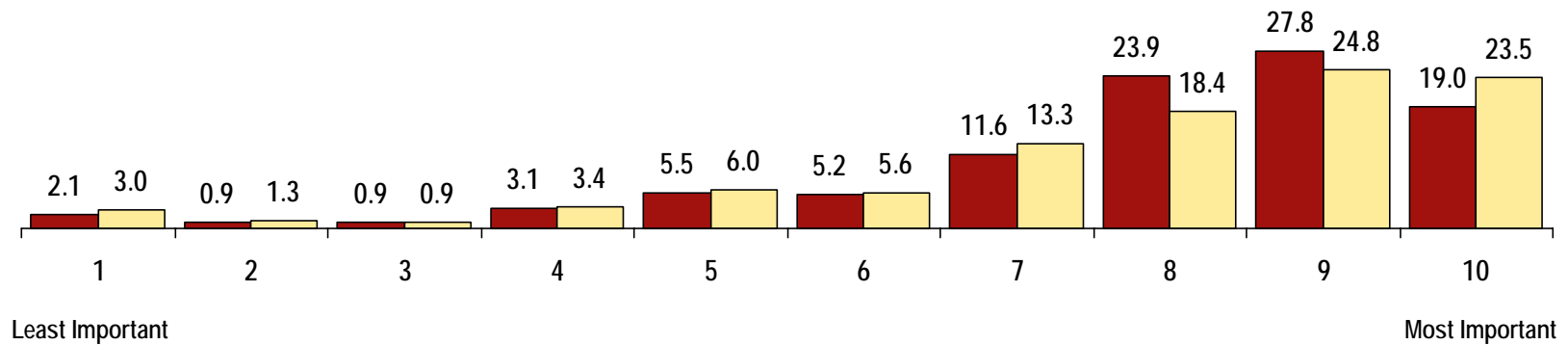
Importance in Selecting Drug Admin System: The Absence of PVC Material

■ > Prob. Frozen (n=327) ■ > Prob. SOLOMIX (n=234)

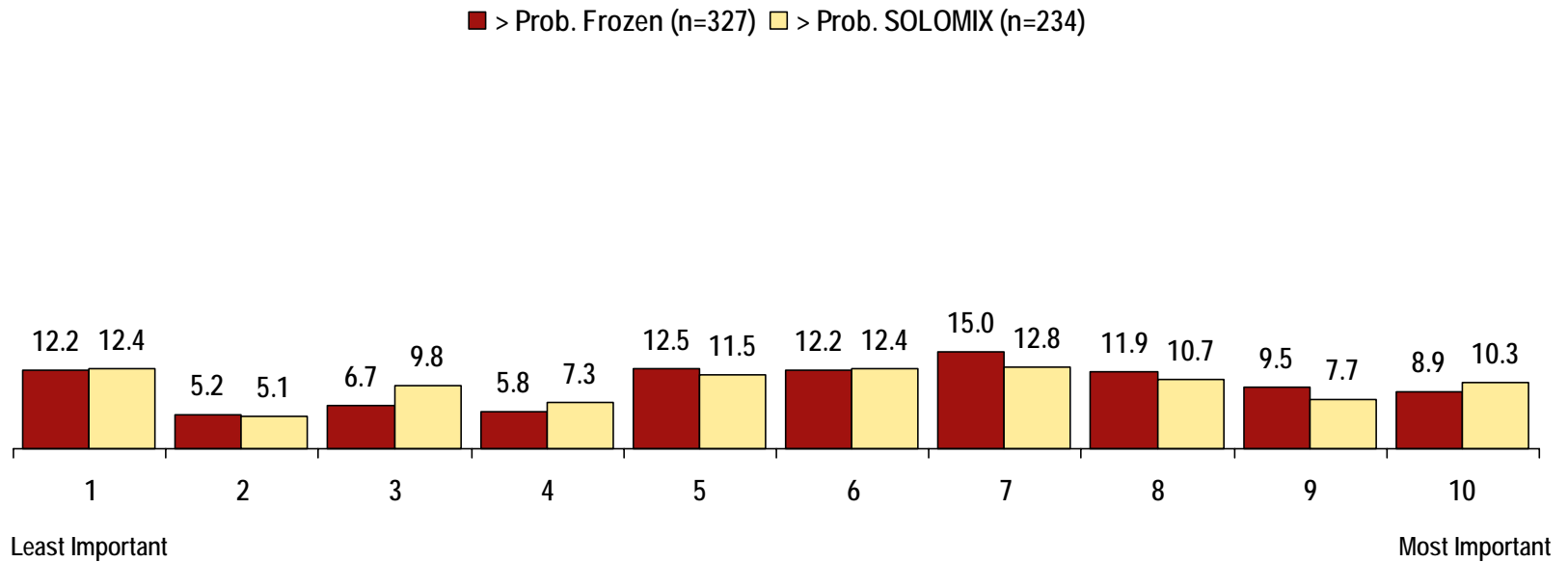


Importance in Selecting Drug Admin System: On GPO Contract

■ > Prob. Frozen (n=327) ■ > Prob. SOLOMIX (n=234)



Importance in Selecting Drug Admin System: Manufacturer of the Packaging System





Strategy Shares

Price Experiment Detail

BioPharma Solutions

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Strategy Shares: Anti-Fungal Agents

All Respondents

	Frozen Premix		SOLOMIX		Frozen Premix and SOLOMIX		
	Control Group 1 (n=100)	No Premium Group 2 (n=100)	With Premium Group 3 (n=100)	No Premium Group 4 (n=100)	With Premium Group 5 (n=100)	No Premium Group 6 (n=100)	With Premium Group 7 (n=100)
Candidas SDV	16.6	6.8	8.0	5.7	9.5	6.3	8.3
Candidas Frozen Premix	--	19.6	13.7	--	--	14.9	12.8
Candidas in SOLOMIX	--	--	--	18.3	15.2	8.9	11.8
Candidas Line	16.6	26.4	21.7	24.0	24.7	30.1	32.8
Ambisome SDV	9.8	5.9	6.1	7.9	7.7	7.2	5.9
Generic Amphotericin B SDV	21.6	19.0	20.8	21.7	19.8	19.1	18.9
Fluconazole Line*	52.0	48.7	51.4	46.4	47.7	43.7	42.4
TOTAL	100%	100%	100%	100%	100%	100%	100%
* Generic Fluconazole IV Bottle	10.0	8.1	6.5	6.9	7.8	6.3	6.3
Generic Fluconazole Liquid Premix	42.0	40.6	44.9	39.5	40.0	37.3	36.1

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Strategy Shares: Anti-Infective Agents

Among All Respondents

	Frozen Premix		SOLOMIX		Frozen Premix and SOLOMIX		
	Control Group 1 (n=100)	No Premium Group 2 (n=100)	With Premium Group 3 (n=100)	No Premium Group 4 (n=100)	With Premium Group 5 (n=100)	No Premium Group 6 (n=100)	With Premium Group 7 (n=100)
Tygacil SDV	12.1	4.6	5.3	4.3	6.3	3.7	5.0
Tygacil Frozen Premix	--	13.9	11.4	--	--	11.9	9.7
Tygacil in SOLOMIX	--	--	--	15.0	12.1	6.9	7.9
Tygacil Line	12.1	18.5	16.7	19.3	18.5	22.5	22.7
Cubicin SDV	8.3	7.5	6.8	9.0	7.2	8.2	6.8
Zyvox Liquid Premix	24.3	20.3	21.3	22.3	21.4	21.0	23.5
Vancomycin Line*	55.3	53.8	55.2	49.4	53.0	48.3	47.0
TOTAL	100%	100%	100%	100%	100%	100%	100%
* Generic Vancomycin SDV	19.2	14.5	18.3	14.2	15.7	12.7	10.3
Generic Vancomycin ADDVantage	15.5	16.9	14.9	17.2	17.4	16.8	19.8
Generic Vancomycin Frozen Premix	20.8	22.4	22.1	18.1	19.9	18.9	16.9

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Strategy Shares: Rheumatoid Arthritis Agents

All Respondents

	Frozen Premix		SOLOMIX			Frozen Premix and SOLOMIX	
	Control Group 1 (n=100)	No Premium Group 2 (n=100)	With Premium Group 3 (n=100)	No Premium Group 4 (n=100)	With Premium Group 5 (n=100)	No Premium Group 6 (n=100)	With Premium Group 7 (n=100)
Orencia SDV	25.6	7.3	9.0	8.2	11.7	5.9	5.0
Orencia Frozen Premix	--	38.2	30.9	--	--	24.6	28.9
Orencia in SOLOMIX	--	--	--	32.0	28.5	14.8	15.2
Orencia Line	25.6	45.6	39.9	40.2	40.2	45.3	49.2
Rituxan SDV	21.6	16.7	17.0	16.4	16.2	16.7	14.3
Remicade SDV	52.8	37.8	43.1	43.4	43.6	38.0	36.5
TOTAL	100%	100%	100%	100%	100%	100%	100%

[Return](#)

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