
Clinical Schizophrenia
Research & Opinion Study

Research conducted & prepared by:

VOI Consulting, Inc.

September 2006

About VOI Consulting, Inc.

The "VOI" in our name stands for "Value of Insight" - a take on the statistical term "Value of Information" which describes the difference between expected outcomes in the absence of information and expected outcomes in the presence of information that comes from research, analysis, and the application of experienced judgment.

VOI is also the publisher of *PharmaHandbook, A Guide to the International Pharmaceutical Industry*[™] and *GenericHandbook, A Guide to the Generic Drug Market in the United States*.[™]

With a focus on the pre- and post-approval marketing of pharmaceuticals, VOI offers a wide array of strategic consulting services to the healthcare industry. In addition to 9 of the top 15 drug companies, our clients have included biotech firms, investment banks, cutting edge technology services, interactive medical equipment exchanges, and online healthcare sites.

We use advanced research methodologies with a focus on quantitative techniques to provide our clients with accurate analysis which, when combined with our extensive experience in the healthcare field, translates to actionable recommendations and measurable differences in outcomes.

Research Objectives

There were 4 specific research objectives:

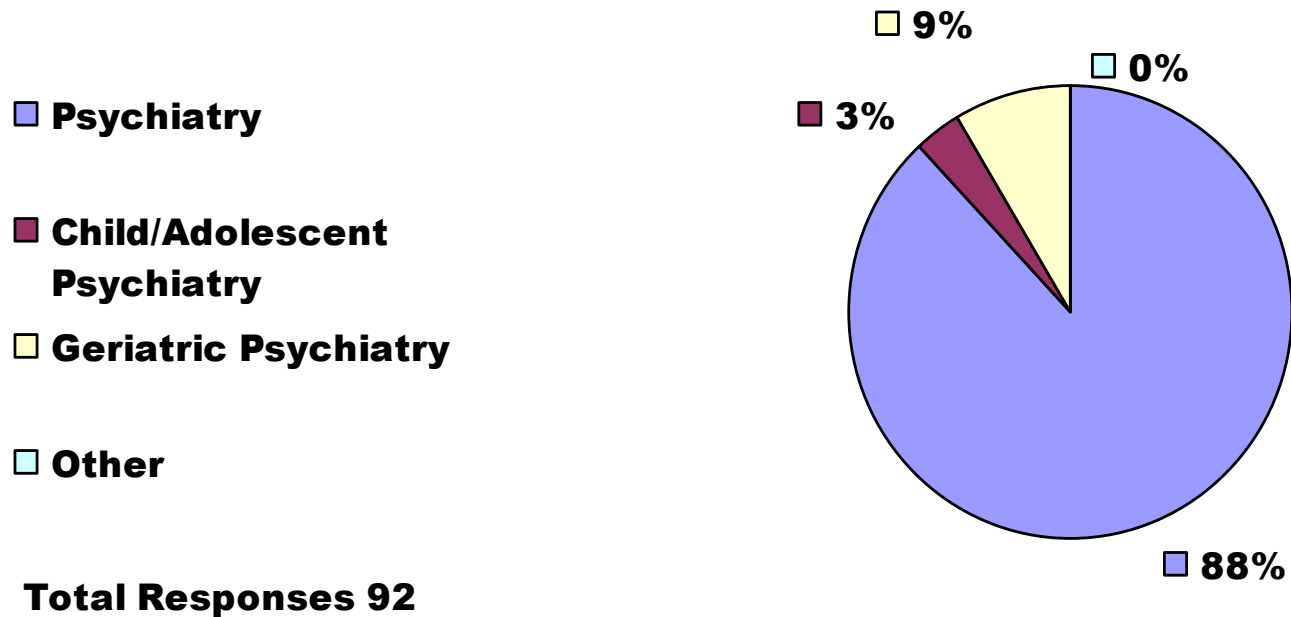
1. gauge the level of interest among psychiatrists in a new peer-reviewed, practice-oriented quarterly clinical publication focused exclusively on schizophrenia.
2. present possible areas of editorial coverage in this new publication and have psychiatrists rank their importance.
3. measure readership of two existing schizophrenia publications.
4. ask psychiatrists to indicate the significance of specific mental disorders within their practices.

Methodology

- Contact AMA (American Medical Association) registered psychiatrists by means of an e-mail invitation to participate in an online survey:
 - 3,000 registered psychiatrists throughout the U.S. were selected at random and invited to participate in the survey.
 - Targeted # of completed surveys: 60.
 - Actual # of participating psychiatrists: 92.
- Survey invitations were delivered via an AMA e-mail service:
 - Survey invitations were e-mailed on Tuesday, August 22, 2006.
 - Survey closed on Friday, September 1, 2006.
- Online survey and results were collected via Intellicontact's® online survey tools.
- The data collected was independently tabulated and analyzed by VOI Consulting, Inc.

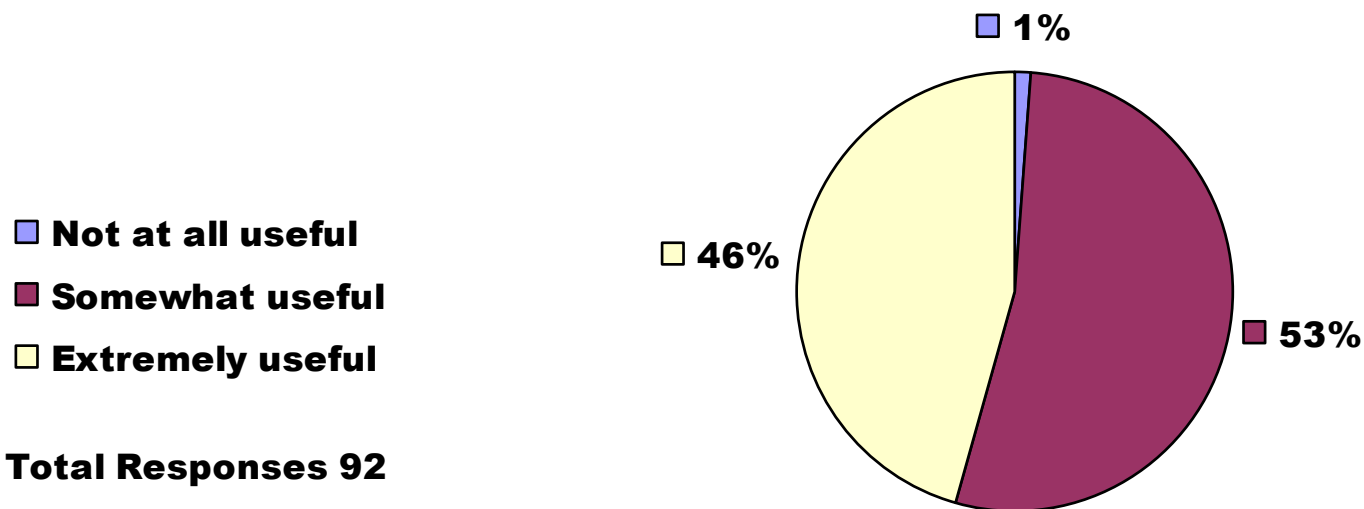
Survey Question 1

Which of the following best describes your practice?



Survey Question 2

Please rate the usefulness of a peer-reviewed, practice-oriented publication delivering clinical schizophrenia research and data focused on patient care:



Survey Questions 3 – 10

Presented the psychiatrists with possible editorial features in this new publication and had them rank by importance:

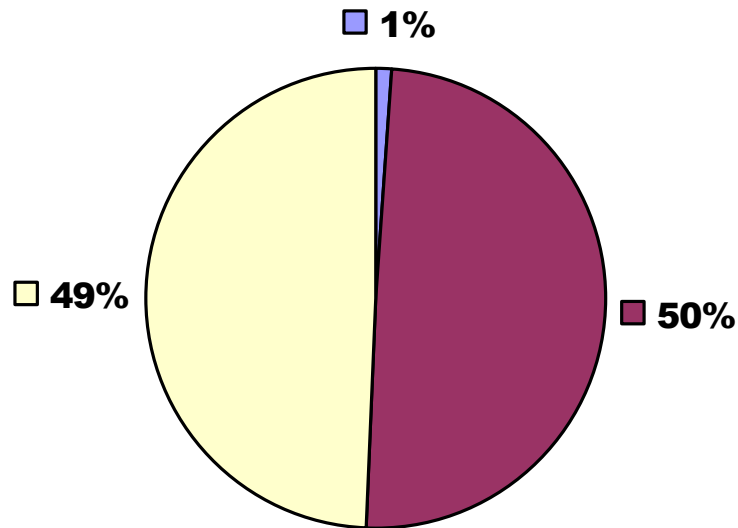
- results of original clinical research relevant to the treatment of schizophrenia.
- case reports focusing on important clinical schizophrenia situations, unusual phenomena, new treatment protocols, etc.
- comprehensive reviews describing and evaluating prior publications of key clinical schizophrenia subjects.
- descriptions of new clinical schizophrenia trials.
- new schizophrenia drug therapy updates.
- translational research with clinical schizophrenia applications.
- concepts/commentary relating to new or controversial approaches for treating schizophrenia.
- schizophrenia meeting reports and book reviews.

Survey Question 3

Please rank the importance of results of original clinical research relevant to the treatment of schizophrenia:

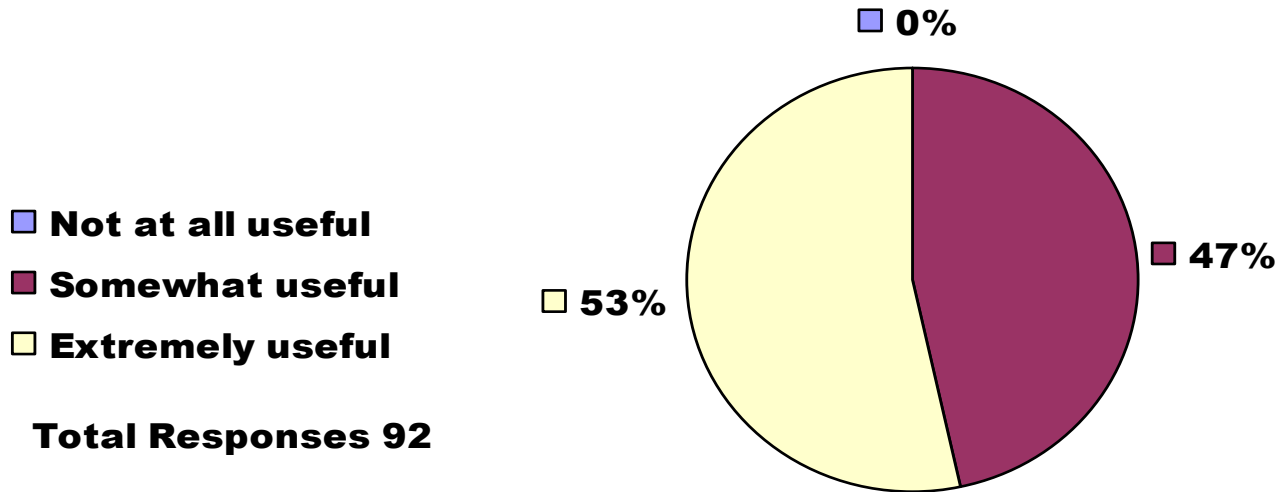
- Not at all useful**
- Somewhat useful**
- Extremely useful**

Total Responses 91



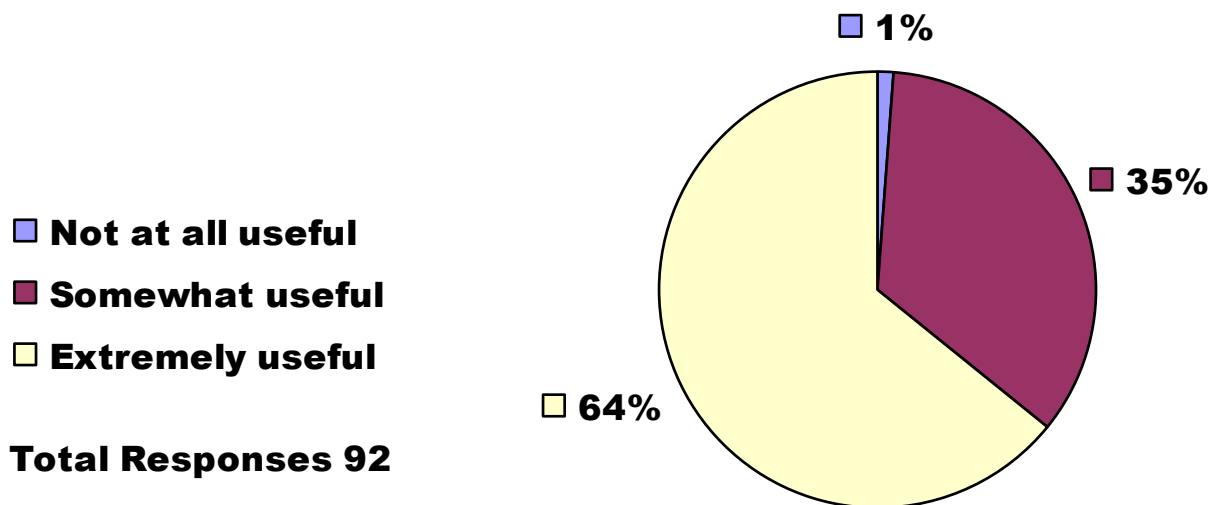
Survey Question 4

Please rank the importance of schizophrenia case reports focusing on important clinical situations, unusual phenomena, new treatment protocols, and new complications:



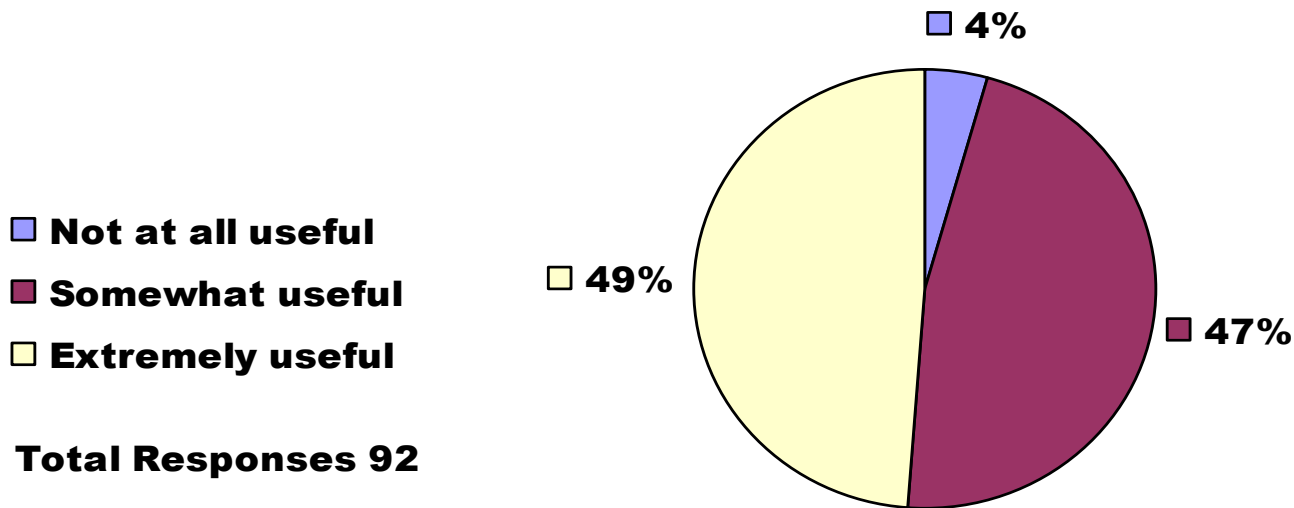
Survey Question 5

Please rank the importance of comprehensive reviews describing and evaluating prior publications of key clinical subjects related to schizophrenia:



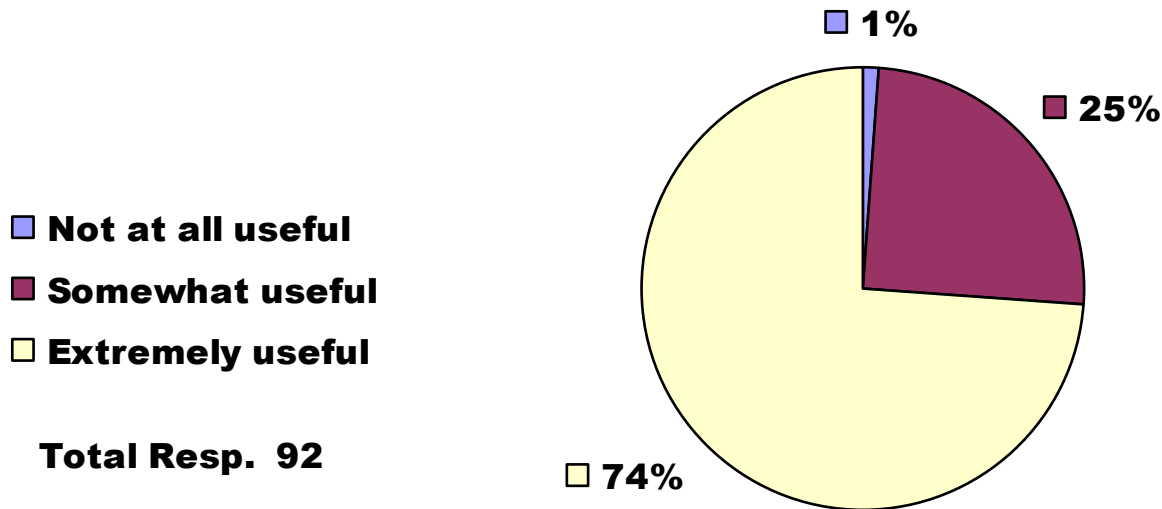
Survey Question 6

Please rank the importance of descriptions of new clinical trials (rationale, treatment plans and anticipated results):



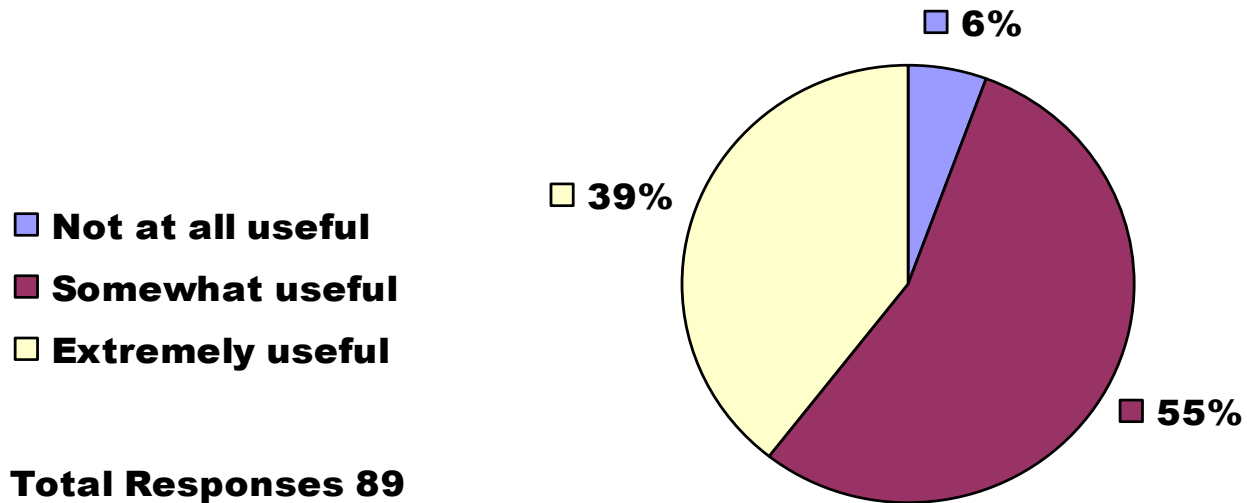
Survey Question 7

Please rank the importance of new schizophrenia drug therapy updates:



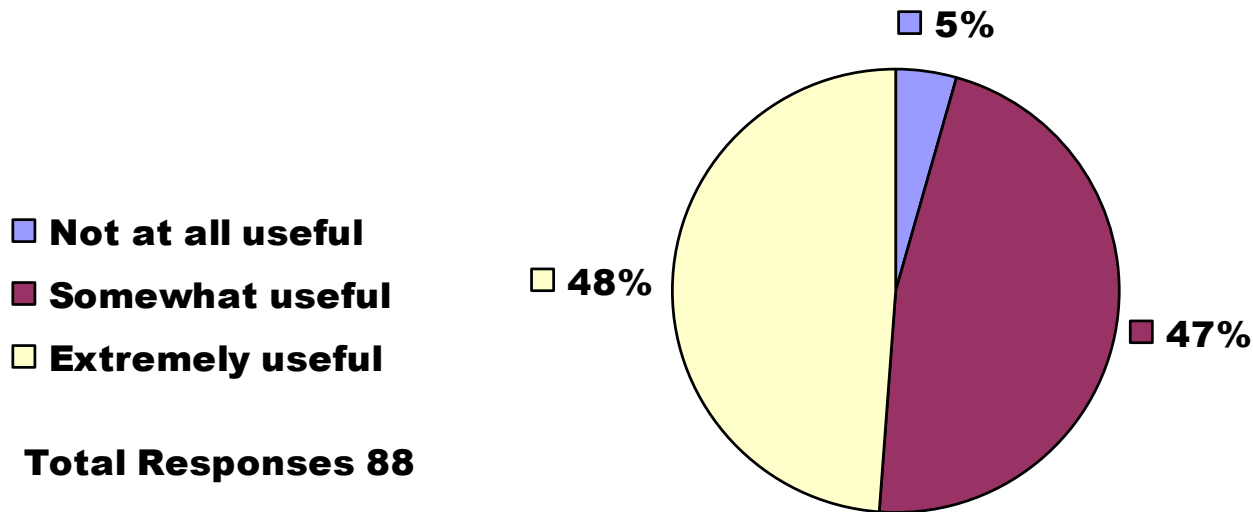
Survey Question 8

Please rank the importance of translational research with clinical schizophrenia applications:



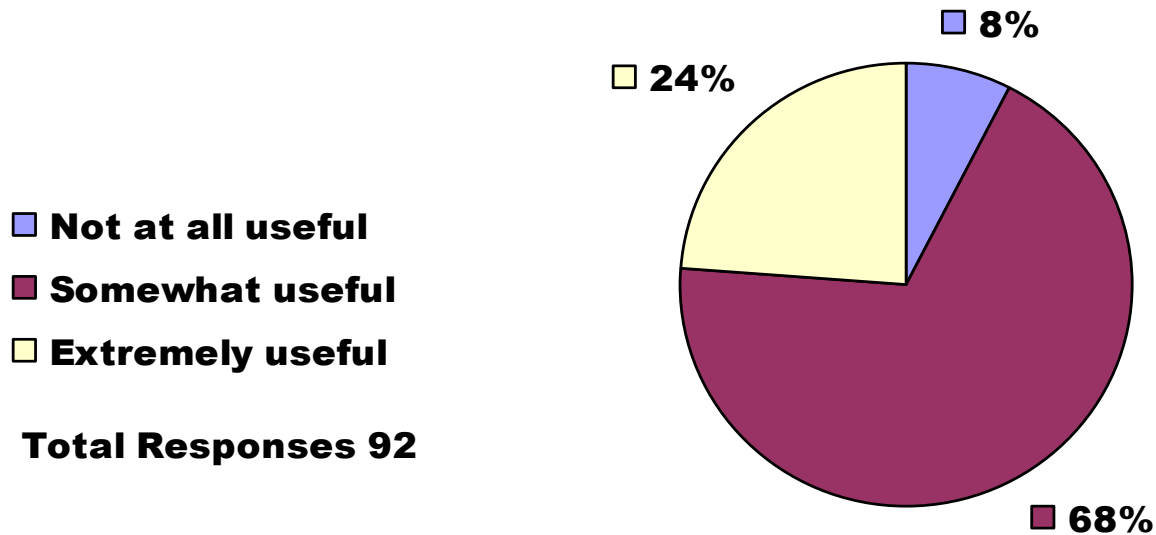
Survey Question 9

Please rank the importance of concepts and commentary relating to new or controversial approaches for treating schizophrenia:



Survey Question 10

Please rank the importance of schizophrenia meeting reports and book reviews:



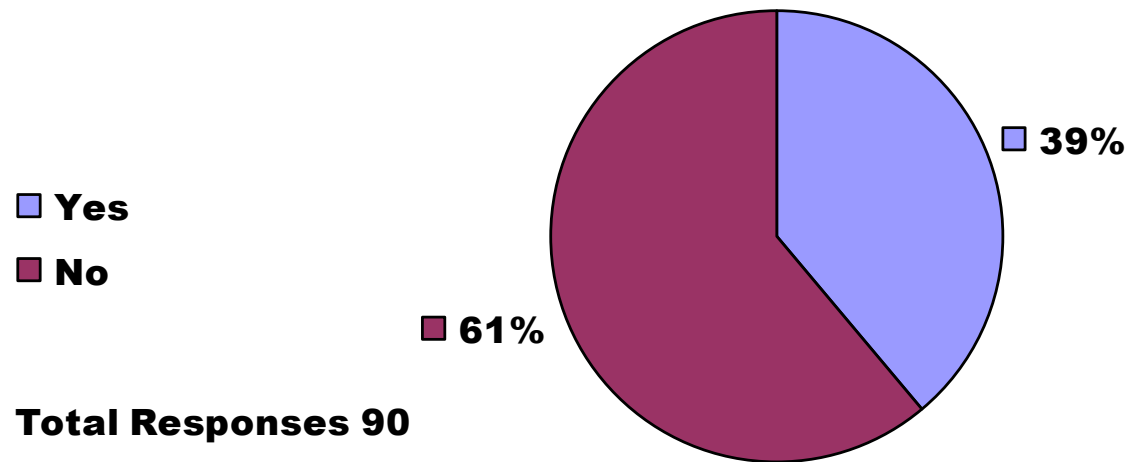
Survey Questions 11-12

Asked psychiatrists to indicate whether or not they read two existing schizophrenia publications:

- *Schizophrenia Bulletin*
- *Schizophrenia Research*

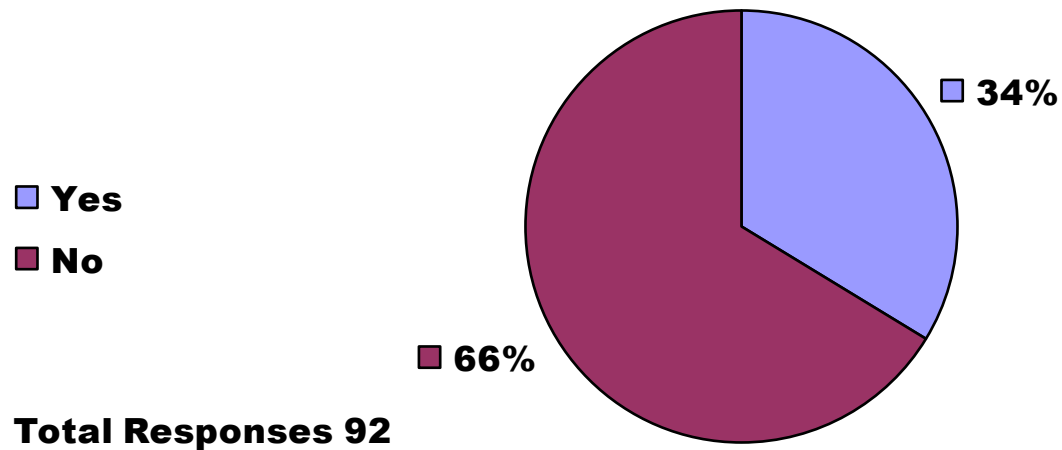
Survey Question 11

Do you read *Schizophrenia Bulletin*?



Survey Question 12

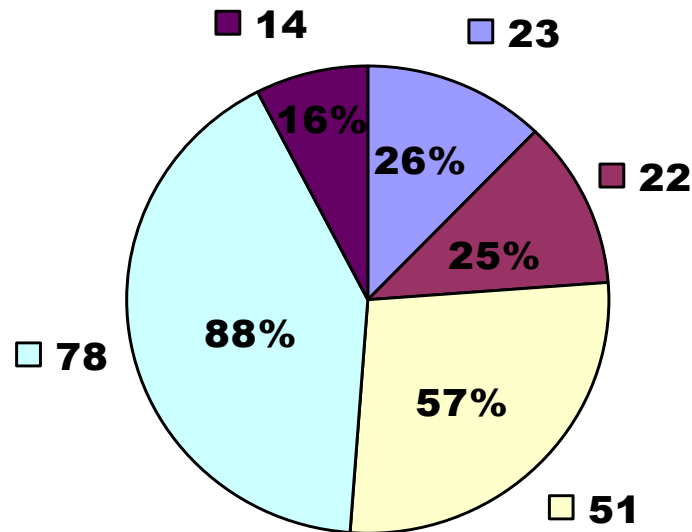
Do you read *Schizophrenia Research*?



Survey Question 13

Which of the following condition(s) are most relevant to your practice (multiple responses allowed):

- ADHD**
- Alzheimer's Disease**
- Anxiety Disorders**
- Depression/Mood Disorders**
- Parkinson's Disease**



Total Responses 89

Conclusions

- **Excellent overall response from the AMA psychiatrists who received and responded to our *Clinical Schizophrenia Research & Opinion* e-mail survey.**
- **46% of respondents rated as “extremely useful” the concept of a new peer-reviewed, practice-oriented publication delivering clinical schizophrenia research and data focused on patient care.**
- **53% of respondents rated the concept as “somewhat useful;” only 1% rated the concept as “not useful at all.”**

Conclusions

- Rankings (highest to lowest) of possible areas of editorial coverage:

<u>Feature</u>	<u>%</u> <u>Extremely Useful</u>	<u>%</u> <u>Somewhat Useful</u>
New schizophrenia drug therapy updates.....	74%	25%
Comprehensive reviews.....	64%	35%
Case reports.....	53%	47%
Original clinical research.....	49%	50%
New clinical trials.....	49%	47%
Treatment concepts/commentary.....	48%	47%
Translational research results.....	39%	55%
Meeting reports/book reviews.....	24%	68%

Conclusions

- 61% of respondents do not read *Schizophrenia Bulletin*.
- 66% of respondents do not read *Schizophrenia Research*.
- Upon completing the research, and in VOI's final analysis:
 - there is significant market interest in *Clinical Schizophrenia*.
 - psychiatrists see real value in much of the editorial content planned for this new publication.
 - existing schizophrenia publications are not reaching a large number of clinicians.