



BioMedical Insights, Inc.’s Survey Ranks Dermatology Thought Leaders for Key Disease Areas

February 1, 2005—San Francisco, CA—BioMedical Insights, Inc., a health care consulting firm, recently announced the release of four dermatology Thought Leader Reports™ (TLRs™). The company surveyed a national sample of dermatologists. Based on 600-800 survey responses, national and local thought leaders, also known as key opinion leaders, were ranked for each disease. The highest ranked national thought leaders are shown below:

Disease	Top 3 Thought Leaders Ranked by Dermatologists
Psoriasis	John Y. M. Koo, MD (University of California, San Francisco) Mark G. Lebwohl, MD (Mount Sinai Medical Center) Alice B. Gottlieb, MD, PhD (University of Medicine and Dentistry of New Jersey)
Atopic Dermatitis	Jon M. Hanifin, MD (Oregon Health and Science University) Amy S. Paller, MD (Northwestern University) Lawrence F. Eichenfield, MD (Children’s Hospital and Health Center, San Diego)
Acne	Alan R. Shalita, MD (SUNY Downstate Medical Center) James J. Leyden, MD (University of Pennsylvania) John S. Strauss, MD (University of Iowa)
Aesthetic/Cosmetic Dermatology	Tina S. Alster, MD (Washington Institute of Dermatologic Laser Surgery) Zoe D. Draelos, MD, PA (Private Practice) Richard G. Glogau, MD (University of California, San Francisco; Private Practice)

Survey participants consistently rated thought leader opinions as highly influential in their own treatment decision-making. The influence of national thought leaders was rated a 5 (median) out of 6, where 1 was “not influential” and 6 was “extremely influential.” Local thought leader influence rated 4 out of 6.

“This is the only survey we know of that includes the responses of so many specialists within each disease area. Doctors’ treatment patterns are influenced more by each other than by anyone else, which makes this information invaluable to those who want to reach thought leaders in the health care community,” said Chris Nicita, Partner at BioMedical Insights.

About the Thought Leader Reports™

BioMedical Insights developed the TLRs™ to reliably and authoritatively identify and rank **national** and **local** physician thought leaders in the diseases of most interest to health care product manufacturers. The TLRs™ were first released in 2003 for select oncology indications and expanded in 2004 to include a total of 5 disease areas (see table below). For each disease area, specialists in their respective fields – dermatologists for psoriasis, rheumatologists for rheumatoid arthritis, etc. – were asked whom *they* consider to be the national and local thought leaders in select indications. Thought leaders were defined as individuals representing one of the following: 1) an experienced peer to whom they would look for advice or insight, &/or 2) involved in important clinical research, &/or 3) widely-recognized/published expert. For each report, BioMedical Insights also conducted a follow-up survey with the national thought leaders, asking them to identify up-&-coming thought leaders as well as the leading institutions for treatment and research.

For most indications, the sample sizes range from 500 to 1,000 responses and between 20 and 40 national thought leaders are ranked based on the number of mentions they received. Physicians also identified local thought leaders for 25 of the largest US metropolitan areas (specific MSAs vary by report).

The TLRs™ identify and rank national and local thought leaders in the following disease areas:

Oncology Breast Cancer Non-Small Cell Lung Cancer Colorectal Cancer Ovarian Cancer Prostate Cancer Non-Hodgkin's Lymphoma Pancreatic Cancer Head & Neck Cancer Melanoma Multiple Myeloma* Acute Myelogenous Leukemia* Chronic Myelogenous Leukemia* Renal Cell Carcinoma* Hepatocellular Carcinoma*	Urology Prostate Cancer Erectile Dysfunction Urinary Incontinence Benign Prostatic Hyperplasia Rheumatology Rheumatoid Arthritis Osteoarthritis Systemic Lupus Erythematosus Ankylosing Spondylitis	Gastroenterology Inflammatory Bowel Disease Viral Hepatitis (B&C) Gastroesophageal Reflux Disease Irritable Bowel Syndrome Dermatology Psoriasis Atopic Dermatitis Acne Aesthetic/Cosmetic Dermatology
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* To be released 2Q05

For more information regarding the Thought Leader Reports™ (TLRs™), please visit <http://www.BioMedicalInsights.com/TLRTM.html>.

About BioMedical Insights, Inc.

BioMedical Insights, Inc. is a strategic and analytic health care consulting firm that specializes in new product development, marketing, and payment issues. Primary clients include biotechnology, pharmaceutical and medical device manufacturers. The company also performs due diligence for investment banks and venture funds. Core services include market and technology assessments, payer strategy, marketing strategy, managed care strategy, pricing, and pharmacoeconomic strategy. Visit BioMedical Insights at www.BioMedicalInsights.com.

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