

Synovate Healthcare launches a new Hepatitis C syndicated patient audit in the USA

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Synovate Healthcare, a global market research firm specialising in healthcare, has launched the Hepatitis C Monitor in the US, expanding and strengthening their anti-viral portfolio. Since 1991, Synovate Healthcare has serviced the anti-viral market through its unique expertise and knowledge gained through its' Global HIV and Hepatitis B monitors, and is the only company which can offer clients such a breadth of data, as well as depth.

Clarissa Del Pup, Manager of the Hepatitis Monitors commented 'We are extremely excited about this launch – we can offer clients an extensive portfolio of products within the anti-viral market; analysing the dynamics of this Hepatitis C market whilst gaining a helicopter view of overall brand performance and co-infection. 'We will of course continue to offer our clients our usual outstanding level of service and therapy expertise'. The European launch of the Hepatitis C Monitor is planned for 2006.

The Synovate Healthcare Hepatitis C Monitor is based on a representative panel of physicians who regularly report on their treatment of HCV patients in the US so that changes over time can be monitored. In addition to the patient record information, the Monitor also collects physician perceptions of the market and the disease to be compared, and validated, with the "actual patient" data.

The data provided by the Monitor can help you develop viable doctor and patient segmentation models and track how the disease is perceived, managed and treated over time. The severity of hepatitis C and the limited treatment options currently available make it a key area of interest for the pharmaceutical industry. With over 20 products in the pipeline, many of which are still in early stage development, the hepatitis C market is poised to change considerably in the next few years. In anticipation of these market dynamics, the Synovate Healthcare Hepatitis C monitor is set to be a leading source of in depth market information.

For further details on Synovate Healthcare and the Hepatitis C Global Monitor visit: www.synovate.com/healthcare