



PREDICT CONCEPT®

Assess or improve a skin care product or evaluate the purchase of a license



PREDICT CONCEPT® is key for pharmaceutical & cosmetics companies to:

- indicate the **level of interest** in the skin care product concept and its **potential**
- indicate the **segments of the population** to which the product appeals
- assess the appeal of alternative **product ideas/ configurations/ positions and features desirable** to the targeted clients and patients
- provide **necessary information for developing the product**, its promotion and pricing



- yes
- no
- maybe

CONCEPT PREDICT® Key Characteristics

1. Concept tested on an exhaustive list of criteria

- Cf. next slide

2. A robust methodology

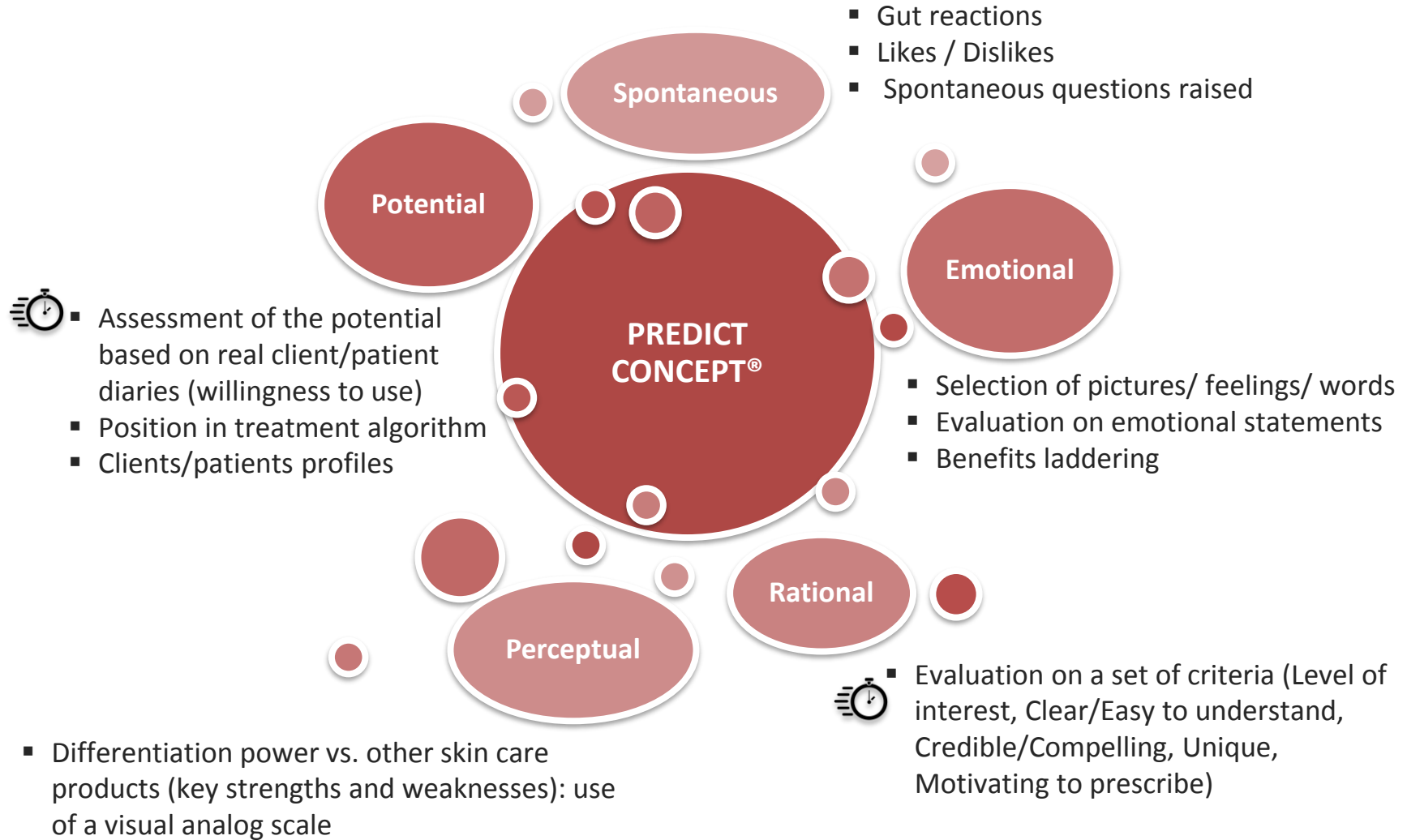
- Templates of questions already available
- Methodology used for several skin care products

3. Results delivered rapidly to allow you to take actions quickly

- Online data in real time for key questions (Chrono® module)
- Straightforward & user-friendly report

PREDICT CONCEPT®

A full approach



Chrono® module: Bio'sat clients benefit from an online access to some key data in real time during all the fieldwork

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Examples of deliverables



Spontaneous assessment

Key benefits	Key drawbacks
<p>Good efficacy</p> <ul style="list-style-type: none"> Good response rate Sustained over time Better than treatment B <p>2. Convenience of use</p> <ul style="list-style-type: none"> Ease of use/ease of application: allows good compliance Comfortable formulation easily absorbed Ready-made product Good frequency of use <p>3. Additional treatment option</p> <p>4. Good safety and good tolerance</p>	<p>1. Side effects</p> <ul style="list-style-type: none"> High rate of skin irritation: implies low compliance Patients discontinuing <p>2. Not a high efficacy</p> <ul style="list-style-type: none"> Long time to gain response Not much improvement vs. other therapies Not a curative treatment <p>3. Needs of additional information</p> <ul style="list-style-type: none"> More data to support efficacy Long term safety data Cost

Emotional assessment

Some words

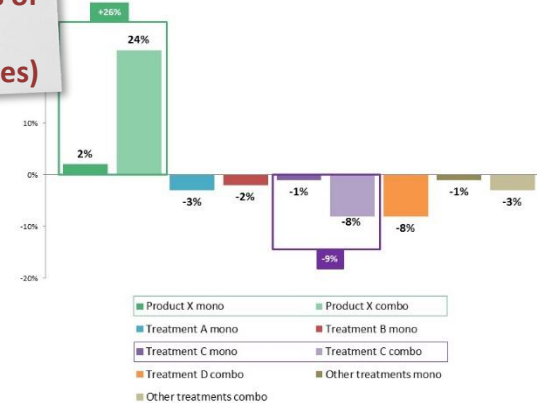


Some pictures

Spontaneous questions raised

<p>Efficacy</p> <p>How immediate is the effect?</p> <ul style="list-style-type: none"> How long is the effect? How powerful is the effect? How effective on various severities of the conditions? How does it compare to current treatment? 	<p>Side effects</p> <ul style="list-style-type: none"> How severe & frequent are the side effects? Any long term side effects? Is it addictive? 	<p>Contra indications</p> <ul style="list-style-type: none"> Any restrictions? Drug-drug interactions 	<p>Mode of action</p> <ul style="list-style-type: none"> What is the mechanism of action? How is working the long lasting effect? 	<p>Product</p> <ul style="list-style-type: none"> How long has it been used? Is it approved by authorities? Where is it made?

Product X shares and sources of business (patient cases)



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