

Informa

The Citeline Story

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President - Citeline

informa

Citeline: Leading provider of Biopharmaceutical R&D Intelligence

- Digital only
- Best in class; market leader
- Intelligence driven by human QA efforts
- Innovative; first to market
- Must have; fill unmet need
- Used to make better strategic decisions
- Vital in reduced-budget/staff economic environment
- High value Subscription



Citeline – Our History

Citeline's original proprietors: Zorba Lieberman and Pete Sikora

2002

- TrialTrove created to fill unmet need identified by top 10 Pharma company

2003

- Citeline built a team to take TrialTrove to market

Citeline

TrialTrove

Previous

1/16

Next

Submit Research Request

Citeline Demo

Print Trial Profile

Watch this Trial

Share Trial

Search TrialTrove

Clinical Trial Profile

Preservation of Beta-Cell Function in Type 2 Diabetes Mellitus.

Disease Type

Type 2 Diabetes

Patient Segment

(NA)

Trial Tag / Attribute

Biomarker/Efficacy, Investigator-initiated

Trial Phase

III

Sponsors

Novo Nordisk, University of Texas Southwest Medical Center

Primary Drugs

[glipizide](#)

[insulin Aspart, biphasic](#)

[Novo Nordisk](#)

[pioglitazone hydrochloride](#)

Other Drugs

[behavioral therapy](#)

[metformin, unspecified](#)

Protocol ID / Trial Identifier

623-1003

NCT00332583

TrialTroveID-036696

Status

Closed

Trial Objectives

Objectives

To evaluate the rate beta-cell function decline in newly diagnosed type 2 diabetic patients on two different treatment regimens: insulin and metformin versus glipizide, metformin and pioglitazone.

To evaluate the effectiveness and feasibility of offering insulin-based therapy as a first line treatment option to newly diagnosed type 2 diabetes patients.

To assess hypoglycemic events, compliance, HbA1c, weight, satisfaction, effectiveness, safety and quality of life among the patients, who were randomized to receive either the standard triple oral therapy or insulin plus metformin.

Beta-cell function is assessed using a Mixed Meal Challenge Test which is performed at 6-month intervals during the study.

Primary Endpoint/Outcome measure/objectives

Primary Outcomes Beta-cell function [Time Frame: 72 mo]

Other Endpoint/Outcome measure/objectives

Secondary Outcomes - Insulin resistance (HOMA) [Time Frame: 72 mo] - Glycemic control [Time Frame: 72 mo] - Weight change [Time Frame: 72 mo] - Inflammatory markers [Time Frame: 72 mo] - Quality of life, treatment satisfaction, and treatment compliance [Time Frame: 72mo].

Trial Timing

Start Date

11/1/2003

Source

Actual

Enrollment Duration

19 months

Actual

Enrollment Close Date

6/1/2005

Actual

Primary Endpoints Reported

NA

Population

Treatment naive patients with newly diagnosed type 2 diabetes.

Patients, between the ages of 21 to 70 years old, had been diagnosed with type 2 diabetes within the past two months.

Inclusion Criteria

Ages Eligible for Study 25 Years - 65 Years, Inclusion Criteria - Type 2 diabetes mellitus diagnosed within the prior 2 months - HbA1c > 7% at the time of inclusion.

Citeline – Our History

2004 and 2005

- TrialTrove adopted by nearly all of top 20 pharma
- Launched TrialScape and SiteTrove

2006

- Acquired by Informa Business Information

Citeline SiteTrove Categories Search Investigators My Watches [Submit Research Request](#) [Online Demo](#) [More Services](#) [My Preferences](#) [Help](#) [Logout](#)

Search [Search History](#)

[New Search](#) [Refine Search](#) [Watch this Search](#) [Export](#)

TrialTrove Search Criteria: [Metabolism/Endocrinology](#) [Type 2 Diabetes](#) [III](#) [Novo Nordisk](#) [Ongoing Trials](#)

Viewing all 42 investigators in your subscription

Investigators (42) [Trial Sites \(53\)](#)

Name	f	p	Specialty	Current Primary Organization	Country	Ongoing Trials		Total Trials		Actions
						Matching	Total	Matching	Overall	
Kathie Hemmeyer	No	-	Endocrinology, Internal Medicine	Medical University of South Carolina (MUSC)	United States	2	4	2	12	View Watch
Philip Rasch	Yes	-	Endocrinology, Internal Medicine	The University of Texas Southwestern Medical Center at Dallas	United States	1	16	1	72	View Watch
Priscilla Hollander	Yes	-	Endocrinology, Internal Medicine	Baylor University Medical Campus - Baylor Endocrine Center	United States	1	3	1	70	View Watch
K. M. Prasanna Kumar	No	-	Endocrinology	M. S. Ramanjan Institute of Health Science - M. S. Ramanjan Medical College & Hospital	India	1	23	1	58	View Watch
Naba Chakraborty	Yes	-	Endocrinology	M. S. Ramanjan Institute of Health Science - M. S. Ramanjan Medical College	India	1	18	1	50	View Watch
Vivekanathan Motan	Yes	-	Endocrinology	Madras Diabetes Research Foundation (MDRF)	India	1	20	1	44	View Watch
Sunil Jain	No	-	Endocrinology	TOTAL Diabetes Hormone Institute (Diabetes Thyroid Hormone Research Institute Pvt Ltd)	India	1	21	1	44	View Watch
Fernando Ovalle	No	-	Endocrinology, Internal Medicine	The University of Alabama at Birmingham (UAB) - The Kinship Clinic (TKC)	United States	1	11	1	43	View Watch
Sanjay Kaira	Yes	-	Endocrinology	Bharati Hospital	India	1	10	1	39	View Watch
John Bue	Yes	-	Endocrinology, Internal Medicine	University of North Carolina at Chapel Hill School of Medicine - Diabetes Care Center (DCC)	United States	1	4	1	37	View Watch
Sharmista Paramesh	Yes	-	Endocrinology	Bangalore Diabetes Centre (BDC)	India	1	22	1	33	View Watch
James Conway	Yes	-	Internal Medicine	Diabetes Clinic - Smiths Falls	Canada	1	4	1	29	View Watch
Chittaranjan Vajrak	Yes	-	Other	King Edward Memorial (KEM) Hospital - Diabetes Unit	India	1	17	1	29	View Watch
Harish Kumar	Yes	-	Endocrinology	Amrita Institute of Medical Sciences (AIMS) and Research Centre	India	1	4	1	27	View Watch
Anil Bhansali	No	-	Endocrinology	Postgraduate Institute of Medical Education and Research (PGIMER)	India	1	5	1	26	View Watch
Bijoy Sethi	No	-	Endocrinology	Care Hospital - Bangra	India	1	11	1	23	View Watch
Bernard Zimran	Yes	-	Endocrinology, Internal Medicine	University of Toronto - The Samuel Lunenfeld Research Institute of Mount Sinai Hospital	Canada	1	2	1	20	View Watch
Niraj Thomas	No	-	Endocrinology	Christian Medical College (CMC) - Vellore	India	1	8	1	20	View Watch
Rakesh Saray	Yes	-	Endocrinology	Ozerania Medical College (OMC)	India	1	7	1	19	View Watch
Vijayam Balaji	Yes	-	Endocrinology	Dr V Seshan Diabetes Care and Research Institute	India	1	7	1	17	View Watch

1 2 3

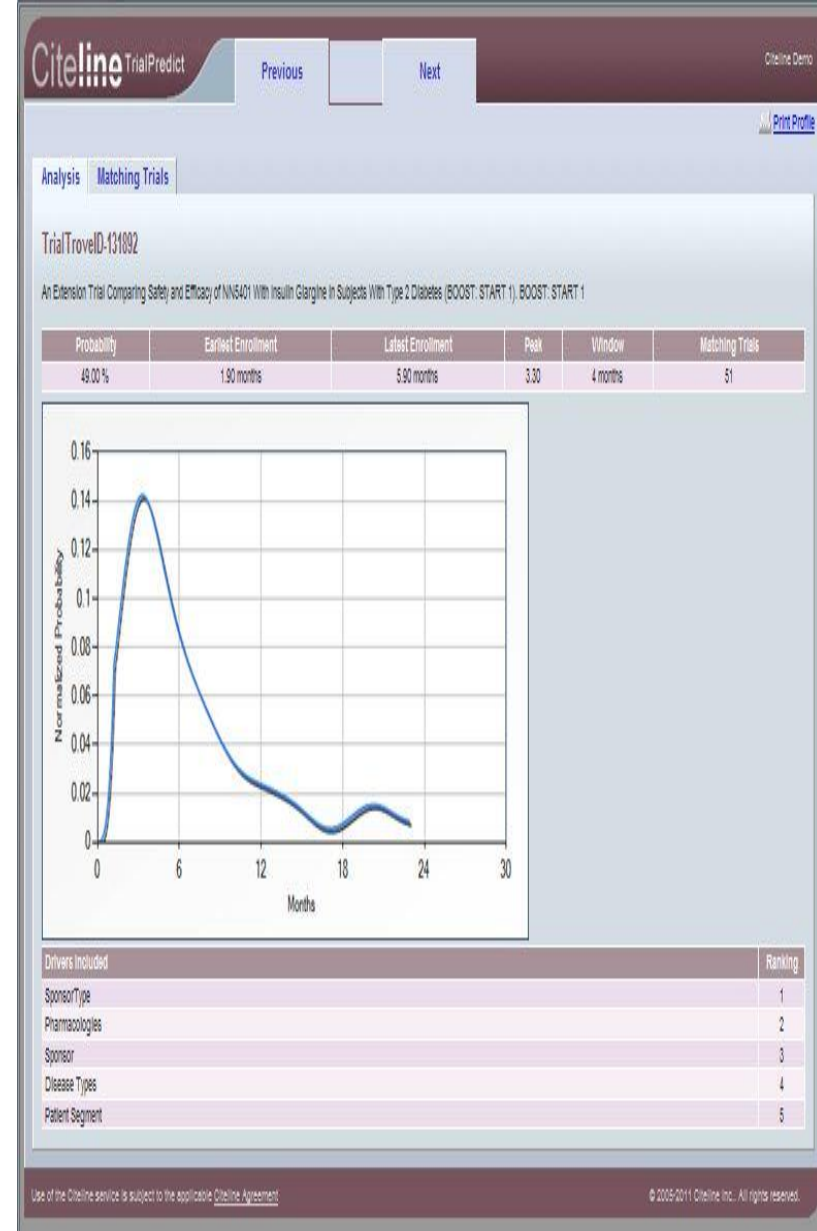
Citeline – Our History

2008

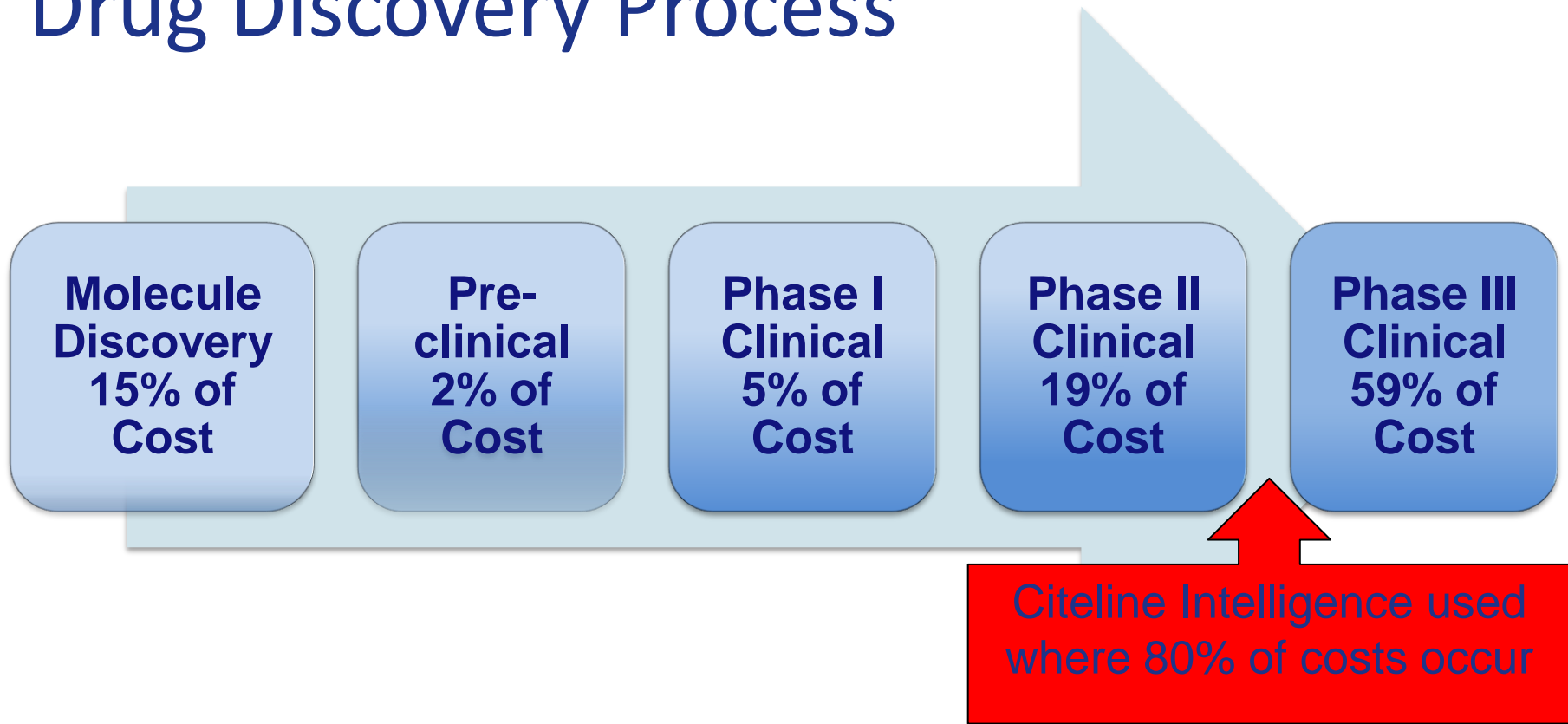
- Integrated PharmaProjects
- Launched Citeline Pipeline

2011

- Launched TrialPredict
- Integrated MedTRACK



Drug Discovery Process



- Up to 98% failure rate
- \$500M to \$1B cost per new drug

Market Leading Portfolio

TrialTrove

SiteTrove

Pharma
projects

CitelineAnalytics

TrialPredict

MedTRACK
A product of Life Science Analytics, Inc.

Trial Sites and
Design

PI Experience
and
Availability

Drug Details
and Status

Visualize
Develop-ment
Program

Trial Timing
Bench -
Marking

Company and
Deals
Intelligence

SCRIP

Supported by gold standard in news, commentary and analysis

Real-time Intelligence

- Citeline products include data from over 19,000 unique public domain sources
 - 110,000+ clinical trials globally
 - 225,000+ clinical trial investigators globally
 - 46,000+ drugs
 - 21,000+ companies
 - 56,000+ deals
- All services are web-enabled, integrated and offered modularly
- Minimal investment to acquire new customers with small sales team



Leading Provider of R&D Intelligence

- 90% of the top 50 biopharma
- 70% of the top 10 Contract Research Organizations
- 1250 other Contract Manufacturing Organizations, universities, finance/VC, consultants...
- 60,000+ registered users
- Some top 5 Pharma with over 5,000 users paying up to \$3M for full Citeline portfolio



Transparent Usage Data

Excerpt from Usage Statistics report from a top
5 Pharma client:

TrialTrove Usage Summary

Based on data for the period: January 1, 2010 to
December 31, 2010

Total TrialTrove Registrants 4,164

Unique Users

For the Period

1,487

Sessions

20,302

Searches Conducted

For the Period

21,401

Trial Records Viewed

87,625

Trial Records Exported

161,572

Total TrialTrove 'Consumption'

270,599



Innovation that creates change

Changing the way the industry uses Clinical Trials data

- The first comprehensive database of global LIVE clinical trials data
- Trained clients to use the data to support better informed strategic decisions
- First to offer enterprise-wide unlimited access to PhD level analysts for research support



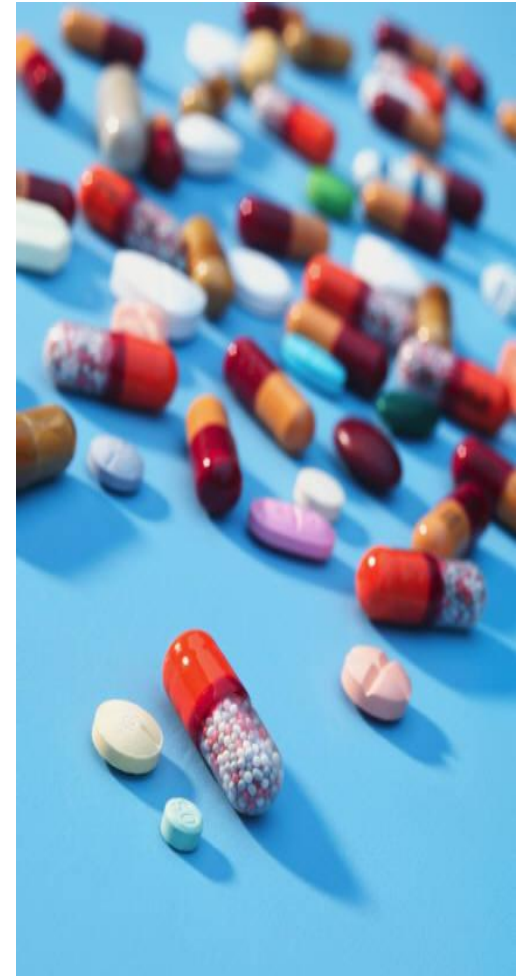
Citeline is changing the way clinical trials are planned with SiteTrove

- Data driven approach to clinical site selection (who and where)
- With ROI potential in excess of up to \$4M/ trial in planning costs

New!

TrialPredict

- Recently Launched
- Client-driven development based on real unmet need
- The biopharmaceutical industry struggles to estimate duration of clinical trials for:
- Feasibility and planning
- Forecasting
- Accurate budgeting and setting deadlines to be met
- Accurate competitive assessments
- Due diligence of in-licensing candidates



New!

TrialPredict

- Database of actual or estimated trial timing for over 110,000 clinical trials tracked by TrialTrove
- Start date, enrollment period, study period
- Interactive tool for projecting duration of any real or hypothetical clinical trial
- Integrated with TrialTrove and SiteTrove



What our Customers Say

- “**TrialTrove** is light years ahead of any tool I’ve been introduced to. [it] has helped our staff gather global trials data in minutes rather than hours.”

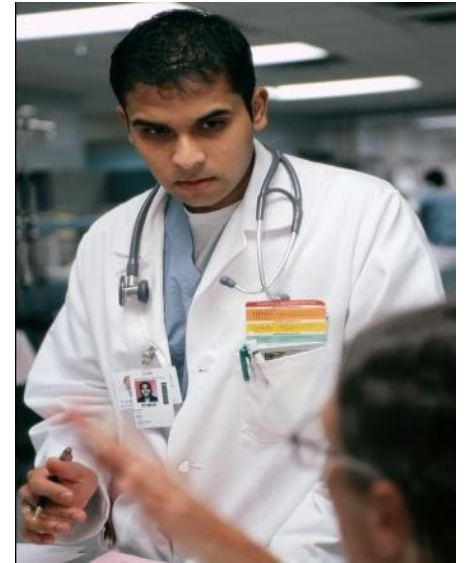
CEO, Patient recruitment organization



What our Customers Say

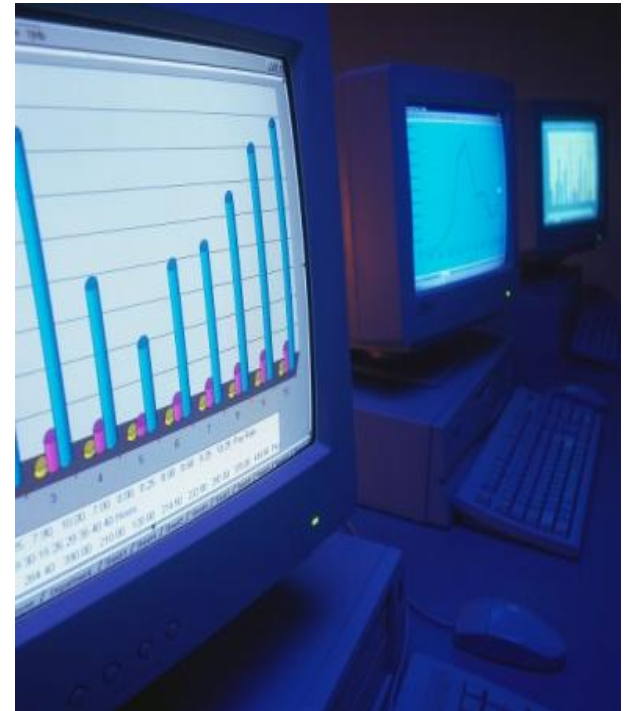
- “SiteTrove is very powerful. I am amazed by the sheer amount of data and trials. This will help [us] better plan and execute our upcoming studies in a cost effective fashion.”

Clinical Operations Director, Biopharma



What our Customers Say

- “No one in the industry has addressed the need for benchmarking trial enrollment and study close, and **TrialPredict** methodology and output gives me everything I need.”



Global Biomedical Informatics, Top 5 Pharma company

Competition

Thomson Pharma

THOMSON PHARMASM

Wolters Kluwer (Adis)

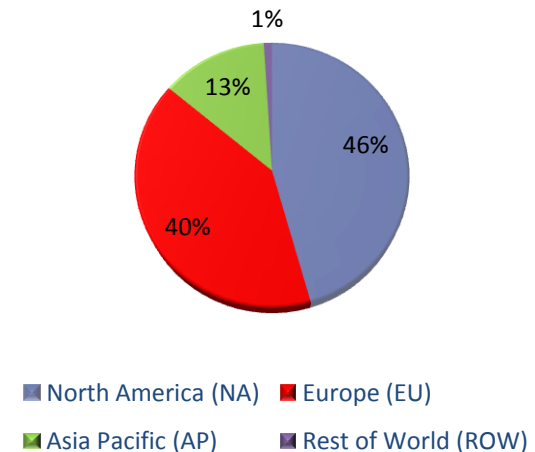


- Both evolved from print businesses
- Citeline born into the digital world

Opportunities

- Opportunities to create new products combining
Citeline data and Datamonitor analysis
- New product potential for medical devices and diagnostics
- Other potential product ideas such as an approvals database
- Regional growth opportunities in Asia Pacific

Citeline and MedTRACK revenue by region data





Outstanding Revenue Growth

- Modular, integrated product offerings
- Start with a module or a product
- Can select additional or change modules over time
- Provide best-in-class data and service
- Become trusted partner
- Upsell more modules and products over time

The Future

- Organic growth through product development
- Leverage IBI and Datamonitor strengths in healthcare market

