

Medivation, Inc. (MDVN) - Dimebon: Market Assessment

Gauging clinical significance, trial recruitment, drug attributes, and clinical endpoints

A survey among 51 Neurologists

Study Description

Methodology	Online survey
Data collection period	December 20-24, 2007
Survey audience	Neurologists (N = 51)

Study Objectives

Decision Metrics surveyed Neurologists to assess the clinical development and market potential for Dimebon relative to existing, competing Alzheimer's therapies. Specifically, we investigated five areas related to the potential level of acceptance and usage of Dimebon among Neurologists.

- Understand the impact of Phase II clinical trial data:
 - Assess perceived clinical significance and relative improvement of Phase II data of Dimebon over existing medications currently available
- Gauge TID dosing:
 - Compare potential trade-off of three-times-per-day dosing regimen versus superior clinical efficacy on likelihood to prescribe
- Investigate trial recruitment:
 - Explore potential difficulty in enrolling suitable patients in the following Phase III trials:
 - Placebo-controlled monotherapy
 - Monotherapy trial versus existing standard of care
 - Combination therapy with existing standard of care
- Assess drug attributes:
 - Gauge relative importance of various drug attributes in prescription decision making including:
 - Minimum efficacy
 - Side effect / tolerability
- Probe clinical endpoints:
 - Determine if improvement on measures other than cognitive function is clinically significant

Companies and Products Mentioned in This Report

Company	Ticker Symbol	Product
Medivation, Inc.	MDVN	Dimebon

For additional information on this study or to purchase this report, please contact:

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