

On a scale of 1-10, with 10 being most important...\*

N = 18/17 (individuals)

N = 9/8 (companies)

- How important to innovative pharma manufacturers do you think comparative effectiveness research (CER) (however you conceive CER) is/will be over the next 5 years?

7.89 (3,10)

7.3 (3, 9.5)

- How important to innovative pharma manufacturers do you think CER *trials* are now or will be over the next 5 years?

7.41 (6,9)

7.4 (7,9)

- How important to innovative pharma manufacturers do you think more efficient, innovative CER trial design concepts (however you conceive these to be) is/will be over the next 5 years?

8.35 (5,10)

8.1 (5,10)

\* 18 Individuals representing 10 Companies (Amgen, Bayer, BI, Forest, Lilly, MedImmune, OMJ/J&J, NPC, Pfizer, Shire)