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FOR IMMEDIATE RELEASE

**SDI Reports: Patients in the Midwest Taking Anti-Seizure Medications Prescribed by a Neurologist Maintain Therapy 16% Longer Than the National Average**

YARDLEY, Pa. (Oct. 16, 2008) – According to SDI, the leader in innovative analytics for the pharmaceutical and healthcare industries, patients in the Midwestern United States taking anti-seizure medications prescribed by a neurologist from July 2007 through July 2008 maintained their therapy 16% longer than the national average of 142 days. In general, patients in the Midwest maintain their anti-seizure medication approximately 4% longer than the national average, but their length of therapy is extended when a neurologist initiates the prescription.

SDI also examined patient behavior at the physician level in the Midwest. Out of 614 neurologists who had five or more patients on anti-seizure medication, 181 had patient populations whose average length of therapy was below the national average of 142 days.

Of those same neurologists, 135 had patient populations that averaged less than 80% compliance. Studies have shown that when epilepsy patients take their medication less than 80% of the time, they have an increased risk of serious complications or death.

SDI de-identified patient-level data can identify and segment physicians with various compliance scores so pharmaceutical companies can better understand which prescribers have generally compliant patient populations. This information can be viewed along with prescription volume metrics so companies can pinpoint prescribers who are driving new prescriptions and helping their patients to maintain therapy.

For purposes of this analysis, states in the Midwest grouping are those included in the U.S. Census Midwest alignment.

## **About SDI**

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit [www.sdihealth.com](http://www.sdihealth.com) or call 610.834.0800.