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Hyaluronic Acid Products from Genzyme, Sanofi-Aventis Preferred Among Orthopedic Surgeons, According to Survey

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Hyaluronic Acid Price-Sensitivity Highest Among Surgeons in Latin-America, Asia

VANCOUVER, March 29 /PRNewswire/ - According to a comprehensive global survey of orthopedic surgeons conducted by iData Research (www.idataresearch.net), the leading authority in medical device and pharmaceutical market research, orthopedic surgeons prefer 3-cycle hyaluronic-acid viscosupplementation (HA) treatment in the U.S., Europe and Latin America, but are willing to try single-injection products such as Synvisc-One from Genzyme and MONOVISC from Anika Therapeutics.

Clinical efficacy and safety were rated as the most important factors in choosing a hyaluronic-acid brand world-wide, while pricing and reimbursement were more important in Asia and Latin-America than in the U.S. or Europe. Adoption of hyaluronic-acid for the treatment of knee osteoarthritis is expected to drive growth in the overall orthopedic biomaterials market in the U.S., Europe and Asia-Pacific, the combined markets for which were valued at over \$5.8 billion in 2010.

"iData's global survey found price-sensitivity varied across regions due to reimbursement and incentive differences between countries and brands," says Dr. Douglas Fung, Analyst Manager at iData. "It was also revealed that surgeons in Asia send the least-number of patients for total-knee-arthroplasty after HA treatment, but reported the shortest time between treatment and surgery."

iData's accompanying market report series revealed rapid-growth in the Japanese hyaluronic-acid market due to the recent approval of Genzyme's 3-cycle product. Furthermore, the demand for hyaluronic-acid in other indications is expected to grow.

"Use of HA in other joints beyond the knee is being explored," says Dr. Fung. "Several HA products such as Synvisc indicated for use in shoulders and hips are already available in Europe. More of these products will become available to potential patients in other countries, fueling the growth of this market."

iData's 2011 global physician survey on: "Hyaluronic Acid Viscosupplementation" is accompanied by its 3-report series on the "Markets for Orthopedic Biomaterials" which includes the latest data, market analyses and competitor profiles for over 40 market segments.

For more information, register free on iData's website at: <http://www.idataresearch.net/registration.php>

About iData Research

iData Research (www.idataresearch.net/ida/discoveridata.php) is an international market research, survey and consulting group focused on providing market intelligence for medical device and pharmaceutical companies. iData provides global survey, focus-group and panel services of healthcare professionals, physicians, patients and more. Find out more at: http://www.idataresearch.net/ida_surveys2.html

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