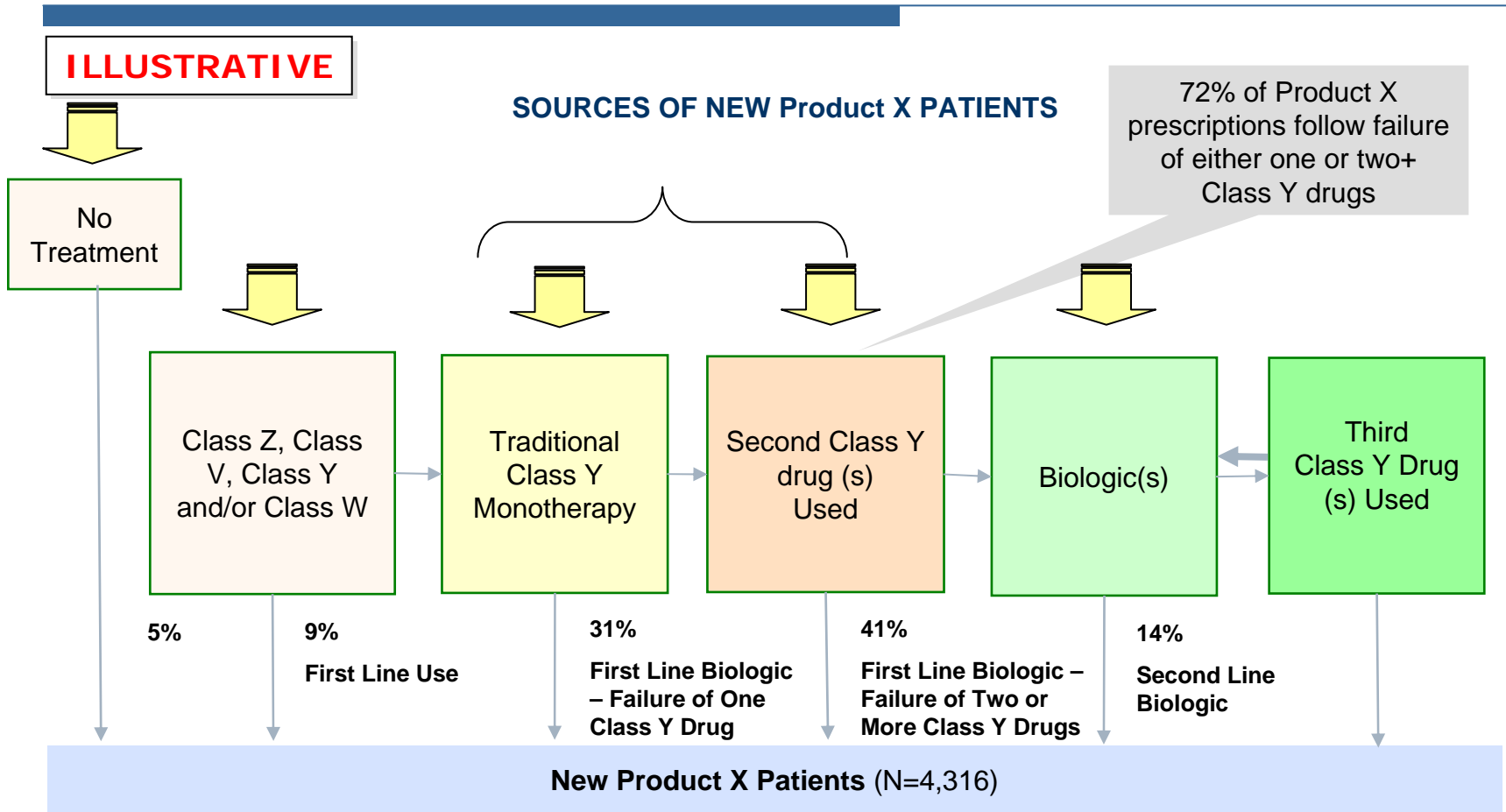


**Source-of-Business Analysis:** This analysis identifies where a product originates in the treatment continuum and the likelihood of utilization at a specific stage in the treatment cycle.



**Implication**  
 The variability of drug use prior to starting Product X indicates that there is no clear standard of care for a Class Y Drug trial, besides Product M, prior to initiating biologic therapy.