

## At a glance

*CancerMPact® Patient Metrics combines our expertise in epidemiology and oncology*

- Broad coverage combined with deep understanding of the treatment of cancer
- Robust and trustworthy data sources
- Proprietary population modeling and projection methodologies
- Insight necessary for improved decision-making to:
  - Evaluate Market Opportunities
  - Prioritize Financial Resources
  - Develop Forecasting Estimates

# CancerMPact® Patient Metrics

## Comprehensive Cancer Epidemiology

CancerMPact® Patient Metrics combines epidemiologic data and analysis to estimate **incidence** (annual new cases of cancer) by stage; **restaged 10-year prevalence** (annual surviving cancer patients from up to 10 years prior that accounts for progression to later stages); **active disease** (estimate of treatment-eligible patients by stage that does not include early-stage patients in remission); and **treated patient populations** by modality (surgery, radiation, drug therapy, etc.), drug regimens, and drug agents.

**Contact Us:**  
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### Combines Our Expertise in Epidemiology and Oncology

*Broad coverage combined with deep understanding of the treatment of cancer*

Includes analysis of 30 tumor types by country for the U.S., France, Germany, Italy, Spain, the UK, and Japan

### Robust and Trustworthy Data Sources

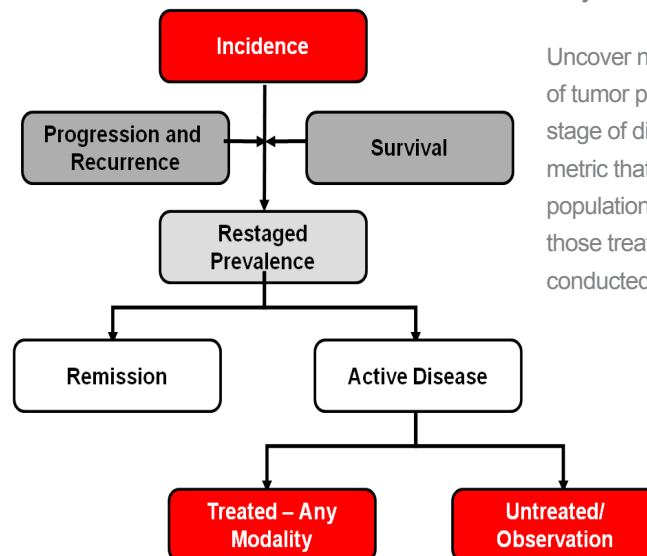
CancerMPact® Patient Metrics incorporates the most robust and trustworthy data. Sources include SEER, NODB longitudinal patient data, and ImpactRx for the United States; regional and organ-specific registries in Japan; and a combination of country-specific registry data and proprietary physician interviews for Western Europe.

### Proprietary Population Modeling and Projection Methodologies

Uncover new opportunities through illustration of tumor progression and recurrence – not just stage of diagnosis. Active disease is a proprietary metric that describes the treatable patient population at any given point in time – not just those treated. Validation of treated patients is conducted to ensure confidence in data integrity.

## Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.





## CancerMPact® Patient Metrics

CancerMPact® is an invaluable oncology decision support tool for market analysis, strategic planning, and identification of commercial opportunities in the U.S., Western Europe, Japan, and China. This tool is composed of web-based integrated modules: Treatment Practices and Evolution (Treatment Architecture, Treatment Evolution, and Emerging Technologies), Patient Metrics, and Monthly Drugs and Regimens.

Point and click to select cancer and country

**Patient Breakout is chosen from list**

Cancer - Colorectal - United States (Incidence)																																				
Cohorts	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
0-4	0	0	0	7	0	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5-9	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10-14	15	7	44	0	22	0	22	22	7	11	11	15	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15-19	38	45	22	74	52	54	50	42	57	53	77	46	58	47	46	45	44	43	43	43	43	44	44	45	45	46	46	46	47	47	48	48	49	49	50	
20-24	120	117	162	103	123	110	147	129	174	235	137	216	196	99	99	99	100	101	101	100	99	98	97	97	96	96	97	98	100	101	102	103	104	105	106	107
25-29	300	320	312	304	350	333	329	344	345	352	441	394	416	296	293	290	288	287	289	292	296	300	303	305	304	302	299	297	295	294	295	297	301	305	309	313
30-34	578	667	632	855	591	802	763	782	878	763	924	937	744	621	620	626	637	648	656	660	662	662	665	670	678	689	699	707	711	711	706	700	694	690	689	691
35-39	1,308	1,357	1,488	1,555	1,545	1,659	1,632	1,759	1,620	1,706	1,696	1,622	1,720	1,253	1,213	1,173	1,141	1,130	1,135	1,154	1,179	1,210	1,236	1,256	1,268	1,272	1,276	1,282	1,292	1,309	1,330	1,349	1,365	1,374	1,374	1,365
40-44	2,543	2,595	2,705	2,877	2,908	3,279	3,197	3,332	3,263	3,302	3,495	3,615	3,509	2,537	2,450	2,412	2,407	2,399	2,378	2,341	2,293	2,249	2,238	2,257	2,299	2,352	2,417	2,471	2,512	2,537	2,547	2,555	2,568	2,590	2,625	2,668
45-49	4,191	4,241	5,370	5,217	5,323	5,471	5,825	5,778	6,001	6,324	6,174	6,351	6,610	5,025	4,936	4,828	4,705	4,584	4,478	4,401	4,386	4,415	4,424	4,402	4,345	4,265	4,192	4,177	4,216	4,295	4,397	4,519	4,619	4,698	4,746	4,767
50-54	7,812	7,882	8,176	8,360	8,480	9,048	9,567	10,150	10,214	10,663	10,926	10,940	11,675	8,852	8,826	8,842	8,864	8,858	8,832	8,821	8,733	8,581	8,408	8,246	8,126	8,115	8,179	8,205	8,172	8,075	7,933	7,804	7,781	7,857	8,007	8,198
55-59	10,269	10,930	10,920	11,022	11,224	11,063	11,587	12,403	12,319	12,653	13,362	13,133	13,609	12,336	12,374	12,516	12,716	12,949	13,191	13,386	13,582	13,735	13,805	13,818	13,838	13,730	13,515	13,262	13,025	12,850	12,848	12,958	13,007	12,962	12,817	12,603
60-64	12,761	13,604	14,639	14,418	13,430	14,443	14,443	14,328	14,417	14,265	14,974	14,378	15,140	16,428	16,861	17,499	18,021	18,130	18,367	18,760	19,225	19,705	20,180	20,636	20,996	21,348	21,621	21,760	21,806	21,860	21,712	21,393	21,012	20,657	20,401	20,416
65-69	17,869	17,210	17,572	18,239	18,810	18,806	18,455	17,683	18,127	17,106	17,030	17,296	17,563	18,285	18,652	18,994	19,562	20,788	21,772	22,761	23,929	24,855	25,161	25,597	26,221	26,930	27,648	28,349	29,021	29,556	30,082	30,493	30,715	30,806	30,907	30,727
70-74	21,829	22,196	23,222	23,068	23,301	22,583	22,408	21,915	20,736	19,693	18,723	18,543	18,369	18,337	18,378	18,473	18,787	19,442	20,368	21,181	21,872	22,737	24,327	25,597	26,838	28,268	29,401	29,816	30,382	31,166	32,052	32,941	33,813	34,650	35,322	35,989
75-79	22,943	23,385	24,141	24,776	24,745	24,548	24,769	23,601	23,187	21,610	21,105	20,238	19,152	19,723	19,179	18,945	18,853	18,938	19,254	19,691	20,094	20,649	21,526	22,674	23,665	24,499	25,522	27,384	28,882	30,327	31,973	33,278	33,807	34,509	35,454	36,523

Exportable into Microsoft Excel to quick-start forecasts and increase their accuracy

Automatically displays historical and projected data