Access to healthcare in China has improved significantly over the last two decades as the country has undergone dramatic economic development. Understanding the demographics, lifestyle shift, increased access to healthcare, and current standards of care is imperative for supporting strategic commercialization decisions in China’s dynamic and emerging oncology care market.

CancerMPact Treatment Architecture China is a clinically rich multiclient offer that focuses on the largest tumor types in China. The subscription covers an in-depth analysis of treatment and drug utilization and provides an assessment of current clinical management of cancer by stage for all treatment modalities, including chemotherapy through multiple lines of therapy.

The results are combined with well-documented academic research and clinical implications. The reports are designed so that the structure is the same as other countries to facilitate comparable global analysis. In addition, the reports include treatment flow graphics, detailed clinical algorithms, and an overview of the Chinese healthcare system.

CancerMPact Treatment Architecture China supports actionable decision making in the Chinese pharmaceutical market and gives pharmaceutical companies the clinical depth and insight to:

+ Develop strategies to capitalize on opportunities, such as where to introduce new therapeutic regimens
+ Compare treatment modalities across China, Japan, Europe and the U.S.
+ Produce more accurate market assessments and product forecasts, leading to achievable sales goals
+ Gain perspective on targeted audiences regarding whom they treat and how they treat them

*Additional tumor types are available through custom Treatment Architecture studies. Custom cancer epidemiology studies are also available for the Chinese market.

AT A GLANCE

Individual reports are available for the following tumor types*:

- Bladder (2015)
- Brain (2011)
- Breast (2015)
- Colorectal (2015)
- Gastric (2014)
- Head and neck (2015)
- Hepatocellular (2015)
- Leukemia, acute myeloid (2014)
- Leukemia, chronic myeloid (2011)
- Lung, non-small cell (2015)
- Lymphoma, non-Hodgkin’s (2011)
- Melanoma (2011)
- Multiple myeloma (2011)
- Ovarian (2015)
- Pancreatic (2015)
- Prostate (2014)
- Renal Cell (2011)
CancerMPact is an invaluable and comprehensive oncology decision support resource. It can be utilized for market analysis, strategic planning and identification of commercial opportunities in the U.S., Western Europe, Japan and China. This resource is composed of web-based integrated modules: Patient Metrics (Patient Metrics – G7, Patient Metrics – China, Patient Metrics – Expanded Markets and Biomarker Analysis) and Treatment Practices and Evolution (Treatment Architecture and Future Trends and Insights).

### Treatment Architecture

| **In-depth quantitative analysis of oncology drug utilization across all cancer disease stages** | Treatment Architecture assesses the current clinical management of cancer patients by site and stage for all treatment modalities—including surgical, radiologic and systemic agents, as well as untreated patient populations. Treatment Architecture also provides benchmarks from clinical data to highlight the factors contributing to standard-of-care designations. Drug utilization is captured for all treatment settings and lines of therapy and by patient type in tumors where biomarkers have segmented the drug market. |

### Future Trends and Insights

| **Expert analysis of the changing oncology competitive landscape with focus on ongoing clinical trials** | Future Trends and Insights explores potential changes in treatment practices in the U.S., Western Europe and Japan based on a critical evaluation of recently published clinical data, regulatory advances/setbacks and ongoing clinical trials. It identifies key trends in each tumor market, which can comprise new product introductions or label expansions of marketed products. It also ascertains and quantifies unmet needs for each cancer while continuously monitoring the competitive environment. |

### Patient Metrics – G7, China, Expanded Markets

| **Best-in-class cancer epidemiology and proprietary patient calculations for target markets** | Patient Metrics – G7 and Patient Metrics – China combine 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. Patient Metrics – Expanded Markets combines epidemiologic data and analysis to estimate incidence (annual new cases of cancer) by stage; 5-year prevalence (annual surviving cancer patients from up to 5 years prior to diagnosis); and treatable patients for 17 tumor types by country for Argentina, Brazil, Canada, India, Mexico, Russia, South Korea, Taiwan and Turkey. |

### Biomarker Analysis

| **Expert analysis of the key oncology biomarker segments** | Biomarker Analysis is a global resource based on a thorough review of literature and recently published data that discusses the current and evolving oncology landscape with regard to biomarker segmentation and geographic, survival, ethnic, racial and gender differences. |

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**For More Information**

Please contact info@kantarhealth.com, or visit us at www.kantarhealth.com.

**Why Kantar Health?**

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world’s leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market—commercial development, clinical strategies and marketing effectiveness.