

At a glance

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

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® Treatment Architecture China

Clinical Insight for Cancer Care in China

Supports Actionable Decision-Making in the Chinese Pharma Market

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.



Contact Us:
Please email info@kantarhealth.com for more information.

Individual reports are available for the following tumor types*:

- Acute Myeloid Leukemia
- Brain
- Breast
- Chronic Myeloid Leukemia
- Colorectal
- Gastric
- Head and Neck
- Hepatocellular
- Melanoma
- Multiple Myeloma
- Non-Hodgkin's Lymphoma
- Non-Small Cell Lung
- Ovarian
- Pancreatic
- Prostate
- Renal Cell

**Additional tumor types are available through custom Treatment Architecture studies.*

Custom cancer epidemiology studies are also available for the Chinese market.

Competitive Research and Analysis

Each report includes robust primary research combined with rigorous secondary data. In-depth, one-on-one, native-language interviews are conducted with a substantial number of practicing physicians for each tumor type. 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.

**The U.S., Western Europe (France, Germany, Italy, Spain, the UK), and Japan.*



CancerMPact®

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.

Treatment Architecture	<i>In-depth quantitative analysis of oncology drug utilization across all cancer disease stages to understand and enhance brand positioning</i>	<p>Treatment Architecture assesses the current clinical management of cancer patients by site and stage for all treatment modalities – including surgical, radiologic, chemotherapeutic, and untreated populations. Treatment Architecture also provides the 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.</p>
Treatment Evolution	<i>Comprehensive assessment of the oncology clinical environment, identifying potential threats and unmet needs to guide product development</i>	<p>Treatment Evolution explores potential changes in treatment practices based on a critical evaluation of recently published clinical data, regulatory advances and setbacks, and ongoing clinical trials. These implications shed light on the potential trends and events that can pose threats or opportunities to agents in development. This report also discusses areas of high unmet need that may represent specific opportunities for new drug development.</p>
Emerging Technologies	<i>Unbiased evaluation of key oncology drugs in late-stage clinical development to monitor potential future competition</i>	<p>Emerging Technologies evaluates and ranks the key success factors and overall commercial viability of the most promising agents in clinical development that will have a significant commercial impact in the next five years. Evaluation goes beyond the primary indication, providing a comprehensive analysis of the strengths and weaknesses of the most promising agents.</p>
Patient Metrics	<i>Best-in-class cancer epidemiology and proprietary patient calculations for target markets</i>	<p>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.</p>
Monthly Drugs and Regimens	<i>Exclusive monthly source for cancer epidemiology and drug treatments</i>	<p>Monthly Drugs and Regimens assesses oncology drug utilization across multiple tumor types and tracks both historical and current cancer epidemiology and treatment estimates. It reports the number of patients per month on drugs and drug regimens by tumor type, stage of disease, and line of therapy.</p>

Epi Database®

Epi Database® is the premier online database that provides reliable, documented, and well-researched epidemiological estimates and includes more than 190 indications. These databases include epidemiological data for Brazil, China, France, Germany, India, Italy, Japan, Mexico, Russia, Spain, Turkey, the U.S., and the UK. Breakouts are available by country, indication, and year, as well as gender, race, and age. Output can be exported to spreadsheets for use in forecasting and presentations. In-depth analysis projected through 2030 makes it a trusted source for major product decisions.