

At a glance

CancerMPact® comprises three web-resident modules:

- Treatment Practices and Evolution
- Patient Metrics
- Monthly Drugs and Regimens

How can CancerMPact® help you?

- Uncover Patient Market Opportunities
- Analyze Physician Decision-Making
- Evaluate Current / Future Drug Competitors

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®

More Than Just Numbers

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.

Created and maintained by the same team of oncology experts that produces CancerNFluence® and Oncology Market Access.

Your Invaluable Decision Support Tool

- Three modules available singly or as a group, and by specific geographic market
- More than 30 tumor types are covered within the modules. Custom studies are available upon request.

Contact Us:

Please email info@kantarhealth.com for more information.

How Can CancerMPact® Help You?

Uncover Patient Market Opportunities

- How big is the potential patient market by cancer tumor and stage? (e.g., epidemiology – incidence, prevalence, how many patients are available for treatment)
- What patient niches are still unmet / underserved?

Analyze Physician Decision-Making

- What are the current / future treatment choices and clinical management trends for key cancers? (e.g., clinical / treatment algorithms and safety)

Evaluate Current / Future Drug Competitors

- Which drugs (late-stage to commercialization) are considered by experts as commercially relevant, potential blockbusters / busts, licensing targets, or acquisition opportunities and why?



CancerMPact®

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>