



## CANCERMPACT®

### MORE THAN JUST NUMBERS

CancerMPact is an invaluable and comprehensive oncology decision support resource. It can be utilized for market analysis, strategic planning and identification of commercial opportunities.

#### HOW CAN CANCERMPACT HELP YOU?

##### UNCOVER CANCER PATIENT POPULATIONS

- + What are the current and future estimates of the number patients by stage of disease and line of therapy?
- + What are the best estimates of patient populations to utilize in product and market forecasts?
- + What number and percentage of patients are having various treatment modalities, including surgery, radiation and chemotherapy?
- + What are progression rates and survival statistics for patients by tumor types?
- + What are the key drug agents/ regimens by cancer type and stage of disease?

##### ANALYZE PHYSICIAN DECISION MAKING

- + How are patients with various tumor types managed across various stages of disease?
- + What are the key treatment modalities and drug agents/ regimens utilized by cancer type, stage of disease and line of therapy?
- + What are most common doses administered for leading products/regimens?
- + How does treatment vary based on genetic differences and biomarker status?

##### EVALUATE CURRENT/FUTURE DRUG COMPETITORS

- + What are potential changes in future treatment based on a critical evaluation of recently published or presented oncology clinical trial results and regulatory advances/setbacks?
- + What are the most promising products in the development pipeline, and how do they fit into the competitive landscape?
- + What are the key features/clinical endpoints of pivotal trials?
- + What are key anticipated trends for each market, including new product introductions or label expansions?
- + What are unmet needs for each cancer type?

## AT A GLANCE

95% of the top 20 pharmaceutical companies rely on CancerMPact to inform their business decisions.

These modules are available individually or as a group by specific geographic region.

- + Up to 30 tumor types are covered within the modules.
- + Custom tumor types or new geographies are available upon request.

# CANCERMPACT MODULES

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).

<p>TREATMENT ARCHITECTURE</p>	<p>In-depth quantitative analysis of oncology drug utilization across all cancer disease stages</p>	<p>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.</p>
<p>FUTURE TRENDS AND INSIGHTS</p>	<p>Expert analysis of the changing oncology competitive landscape with focus on ongoing clinical trials</p>	<p>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.</p>
<p>PATIENT METRICS – G7, CHINA, EXPANDED MARKETS</p>	<p>Best-in-class cancer epidemiology and proprietary patient calculations for target markets</p>	<p>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.</p> <p>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.</p>
<p>BIOMARKER ANALYSIS</p>	<p>Expert analysis of the key oncology biomarker segments</p>	<p>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.</p>

## FOR MORE INFORMATION

Please contact [info@kantarehealth.com](mailto:info@kantarehealth.com), or visit us at [www.kantarehealth.com](http://www.kantarehealth.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.