



CANCEROLOGY

A PANORAMIC VIEW OF ONCOLOGY AND HEMATOLOGY MANAGEMENT CARE IN FRANCE

Kantar Health understands electronic health record (EHRs) datasets better than any other organization in the industry today. That's why we're especially proud of our proprietary syndicated offering Cancerology, also known as Oncology Barometer, which provides a panoramic view of oncology and hematology management care that's second to none.

Cancerology is based on real-world evidence and proprietary Kantar Health data sources from France. With origins in France, we're now offering Cancerology to clients globally as part of our EHR and Real-World Evidence (RWE) offer. The study, conducted every other year since 1993, has maintained a consistent goal of reporting reliable and interpretable data. This encompasses providing a clear line of sight to changes in both the incidence and prevalence of different cancerous pathologies, including solid and liquid tumors, managed in public and private hospitals in France. It also monitors the prescriptions, dosage and administration schedule of antitumor support therapies used in the management of the majority of cancers.

The methodology and structure of the study have remained identical throughout the years, providing more than 20 years of trend data. It includes three phases: a screening phase among 250 hospitals to identify the functional units that manage cancer patients, the number of physicians by specialty involved and the types of cancer treated in each unit.

The observational phase provides a detailed description of patients currently treated for cancer. It includes a pen and paper booklet with a daily count of all cancer patients seen by the investigator during a two-week period as well as detailed case record forms for up to 15 patients regardless of the type of tumor or the type of care (full hospitalization, day care, external consultation) for which they are seen.

In the final phase, a physician questionnaire is administered during the close-out visit to explore their level of interest in new treatments and to identify new regimens prescribed during the previous 12 months.

AT A GLANCE

- + Conducted every two years since 1993
- + 320 physicians per wave, covering 4,300 cancer patients in France
- + Provides insight into the incidence and prevalence of many solid and liquid tumors, as well as treatments prescribed, including antitumor treatments and supportive care
- + Conducted under consistent methodological framework

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The documentation of patients includes the following information:

- + Patient characteristics
- + Tumor type
- + Characteristics of the cancer (biomarkers)
- + Type and date of relapse, if any
- + Current clinical profile
- + Current tumor response
- + Surgery in the last six months or before
- + Hormonal treatments administered in the last six months or before
- + Radiotherapy administered in the last six months or before
- + Description of the entire chemotherapy regimen (conventional chemotherapy, targeted therapy, immunotherapy, and/or second-generation hormone therapy) currently administered, and the dosage and administration schedule of each.
- + Maintenance treatment, if any
- + Previous treatment, if any
- + Grade of toxicities observed
- + Support treatments currently prescribed

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.