

At a glance

Client-Directed Oncology Conference Coverage

- Kantar Health's Oncology Conference Insight service lets you define the scope of surveillance at any given oncology meeting or conference.
- You might specify certain tumors, competitive compounds in development, or a particular mechanism of drug action.
- We follow your lead, attending activities and events at that meeting relevant to your interests.
- Then we report back to you, advising you of key takeaways, changes to standards of care, competitor activities and messaging, and new and emerging targets and compounds.
- We also deliver our professional analysis and opinions on the implications for your company.

Oncology Conference Insight

Your Own Oncology Think Tank

What's of greatest interest to you at this year's major oncology meetings?

Every year, Kantar Health sends multidisciplinary teams of oncology experts to significant oncology meetings around the world to attend and analyze the most important clinical presentations, satellite symposia, poster sessions, and floor exhibits.

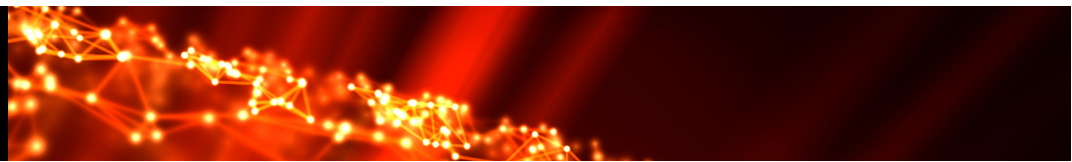
Contact Us:

Please email info@kantarhealth.com for more information.

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.

2012 Meeting Dates	Meetings to Be Covered	Location
January 19-21	2012 Gastrointestinal Cancers Symposium	San Francisco, California
February 2-4	2012 Genitourinary Cancers Symposium	San Francisco, California
March 6-7	23rd Annual Cancer Progress Conference	New York, New York
March 31 - April 4	103rd Annual Meeting of the American Association of Cancer Research (AACR)	Chicago, Illinois
June 1-5	48th Annual Meeting of the American Society of Clinical Oncology (ASCO)	Chicago, Illinois
June 2-8	North American Association of Central Cancer Registries	Portland, Oregon
July 26-28	10th Annual Meeting of the Japanese Society of Medical Oncology	Osaka, Japan
September 28 - October 2	37th European Multidisciplinary Cancer Congress	Vienna, Austria
November 6-9	AACR-NCI-EORTC International Conference on Molecular Targets and Cancer Therapeutics	Dublin, Ireland
December 4-8	35th Annual San Antonio Breast Cancer Symposium (SABCS)	San Antonio, Texas
December 8-11	54th Annual Meeting of the American Society of Hematology (ASH)	Atlanta, Georgia



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.

<p>Treatment Architecture</p>	<p><i>In-depth quantitative analysis of oncology drug utilization across all cancer disease stages to understand and enhance brand positioning</i></p>	<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>
<p>Treatment Evolution</p>	<p><i>Comprehensive assessment of the oncology clinical environment, identifying potential threats and unmet needs to guide product development</i></p>	<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>
<p>Emerging Technologies</p>	<p><i>Unbiased evaluation of key oncology drugs in late-stage clinical development to monitor potential future competition</i></p>	<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>
<p>Patient Metrics</p>	<p><i>Best-in-class cancer epidemiology and proprietary patient calculations for target markets</i></p>	<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>
<p>Monthly Drugs and Regimens</p>	<p><i>Exclusive monthly source for cancer epidemiology and drug treatments</i></p>	<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>