



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 analyze the most important clinical presentations, satellite symposia, poster sessions and floor exhibits.

Kantar Health's Oncology Conference Insight service lets you define the scope of surveillance at any given oncology meeting or conference.

CONTACT US:

For more information on this offer or to discuss additional conference coverage, please contact info@kantarhealth.com.

AT A GLANCE

CLIENT-DIRECTED ONCOLOGY CONFERENCE COVERAGE

- + Coverage may be based on tumor type, competitive compounds in development, or a particular mechanism of action.
- + We follow your lead, attending relevant activities and events.
- + We advise you of key takeaways, changes to standards of care, competitor activities and messaging, and new and emerging targets.
- + We deliver our professional analysis and opinions on the implications for your company.

Date	Meeting	Location
Jan. 19-21	Gastrointestinal Cancers Symposium 2017	San Francisco
Feb. 16-18	Genitourinary Cancers Symposium 2017	Orlando
Apr. 1-5	American Association of Cancer Research (AACR) Annual Meeting 2017	Washington D.C.
June 2-6	American Society of Clinical Oncology (ASCO) Annual Meeting 2017	Chicago
Sept. 8-12	European Society of Medical Oncology Congress 2017	Madrid
Oct. 26-30	AACR-NCI-EORTC International Symposium on Molecular Targets and Cancer Therapeutics Annual Meeting 2017	Philadelphia
Dec. 5-9	CTRC-AACR San Antonio Breast Cancer Symposium (SABCS) Annual Meeting 2017	San Antonio
Dec. 9-12	American Society of Hematology (ASH) Annual Meeting 2017	Atlanta

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).

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

FOR MORE INFORMATION

Please contact info@kantardealth.com, or visit us at www.kantardealth.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.