



ONCOLOGY MARKET ACCESS EUROPE

KEY BUSINESS INSIGHTS THAT DRIVE GLOBAL ONCOLOGY ACCESS

Oncology Market Access Europe is a source of information, insight and access to experts. It provides cutting-edge information and analysis on critical reimbursement, coverage and competitive issues in the EU oncology landscape. This subscription helps pharmaceutical marketing, pricing and access professionals more successfully position cancer drugs (both marketed and pipeline) in an increasingly scrutinized and regulated oncology marketplace. The analyses are based on industry experience augmented by in-depth research with key stakeholders, including oncologists, payers and subject matter experts.

Oncology Market Access Europe country coverage includes:

- + France
- + Germany
- + Italy
- + Spain
- + United Kingdom

NAVIGATE THROUGH KEY BUSINESS QUESTIONS

Modules are organized by key topics that enable subscribers to:

- + Recognize the impact of national government policy, as well as regional policy on treatment behavior and the European cancer drug business
- + Understand each country's healthcare delivery model, including the impact of these models on the coverage of cancer treatments
- + Identify key determinants of value that can help best position a drug to receive preferential pricing and/or price protection
- + Gain insights into drivers of oncologists' product selection
- + Identify key influencers of rapid uptake for new cancer drugs and new indications
- + Follow each country's varied sites of cancer care, oncology drug channels and their associated economics

AT A GLANCE

OMA EUROPE KEEPS SUBSCRIBERS CURRENT ON THE DYNAMIC EU MARKET ACCESS LANDSCAPE:

- + Semiannual in-depth report for each of the 5EU countries on healthcare policy and oncology reimbursement and pricing (10 reports in total)
- + Semiannual special topic reports on key issues in the evolving EU payer cancer landscape
- + Quarterly updates on health technology assessments of oncology drugs
- + Two on-site presentations
- + 10 hours of custom ad hoc consulting

ONCOLOGY MARKET ACCESS EUROPE

Oncology Market Access Europe provides high-level views on current European access trends and influences as well as granular information on country-specific economic and policy information and specific insights and trends.

STAKEHOLDER INSIGHTS TO DEVELOP VALUE PROPOSITIONS THAT CREATE ENDURING PRODUCT ACCESS. THE OMA EUROPE SUBSCRIPTION INCLUDES:	
SEMIANNUAL COUNTRY-SPECIFIC REPORTS (10)	<ul style="list-style-type: none"> + Economic and political landscape + Evolution of the country-level cancer market + Broad as well as oncology-specific market access, pricing and reimbursement policy developments + Country access status for new EMA oncology drug approvals (updated quarterly)
EU SPECIAL TOPICS (2)	<ul style="list-style-type: none"> + Semiannual oncology-focused updates on market-shaping EU trends + Cutting-edge information and analysis on critical reimbursement, coverage and competitive issues in the EU oncology landscape + Insights to help pharmaceutical marketing, access and pricing professionals more successfully position cancer drugs in an increasingly scrutinized and regulated oncology marketplace
COVERAGE AND REIMBURSEMENT DATABASE (4)	<ul style="list-style-type: none"> + Database of 5EU reimbursement of cancer agents + Microsoft Excel workbook format + Updated quarterly
AD HOC MARKET ACCESS CONSULTING (10 HOURS)	<ul style="list-style-type: none"> + Access to the experts: Consultative support by and access to oncology market access content experts throughout the subscription period
ON-SITE PRESENTATIONS (2)	<ul style="list-style-type: none"> + Customized from OMA Europe to meet your team's needs, on your schedule

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.