



# ONCOLOGY MARKET ACCESS US

## STAKEHOLDER INSIGHTS FOR DEVELOPING VALUE PROPOSITIONS THAT CREATE ENDURING PRODUCT ACCESS

Oncology Market Access (OMA) US provides strategic and tactical insights into the evolving oncology landscape. Combining Kantar Health’s commercial and clinical oncology expertise, OMA US provides cutting-edge information and analysis on critical reimbursement, coverage and competitive issues in the U.S. oncology marketplace. This subscription helps pharmaceutical marketing and sales professionals more successfully position cancer drugs in an increasingly scrutinized and regulated oncology marketplace. The analyses are based on in-depth research with key stakeholders, including oncologists, payers, practice managers, patients and subject matter experts, augmented by our extensive industry experience.

- + Which aspects of government policy are most likely to affect oncology market access and how?
- + In what ways are personalized medicine technologies being used by payers and providers to manage oncology treatment paradigms?
- + What are the market dynamics that drive shifts in site of care, and how might this affect access to cancer therapies?
- + How is the patient out-of-pocket cost burden changing? How are these changes affecting clinical decisions? What mechanisms exist to mitigate the impact?
- + How are patients becoming more active consumers of cancer care, and how do they assess value?

## AT A GLANCE

### UNIQUE BENEFITS OF ONCOLOGY MARKET ACCESS US:

- + Direct consultations with oncology market access experts on topics covered within the OMA US modules throughout the subscription period
- + In-person updates on reimbursement trends and policy developments
- + Accessible and downloadable PowerPoint format through an interactive web portal, with extensive notes to enable incorporation directly into subscriber presentations

### NAVIGATE THROUGH KEY BUSINESS QUESTIONS

- + How are payers managing the growing cost of cancer care, and how are their actions influencing physician decision making?
- + How are reimbursement models changing, and how are these changes affecting cancer care delivery and practice management models?

# OMA US CORE MODULES

GOVERNMENT POLICY TRENDS	Tracks key trends in U.S. health policy, reimbursement and the implementation of the Affordable Care Act to help <b>brands anticipate and prepare for ongoing changes in the U.S. healthcare environment</b>
CANCER TREATMENT DYNAMICS	Examines treatment challenges and opportunities faced by providers and how payer management, pathways and patient affordability are influencing treatment decisions to <b>inform product positioning and value propositions that secure and maintain market access</b>
CANCER CARE DELIVERY	Examines business challenges and opportunities faced by <b>community oncology and integrated delivery networks</b> and how these forces are driving a restructuring of the oncology care delivery system to inform <b>sales force and account management strategy and build stronger provider relationships</b>
COMMERCIAL AND GOVERNMENT PAYERS	Tracks trends in <b>payer management</b> of oncology utilization to <b>develop payer and market access strategies, plan patient financial assistance and inform clinical development strategy that supports access and factors payer-driven impact into product forecasts</b>

# OMA US EXTRA MODULES

TRENDS IN IMMUNOTHERAPY MANAGEMENT	Examines how payers and prescribers view immunotherapy drugs in terms of <b>clinical efficacy, cost of treatment and value</b> . Tracks <b>how payers are managing</b> these drugs as they gain approval in multiple indications, in combination with other agents and across lines of therapy. In addition, the module assesses <b>how stakeholders anticipate</b> the future and <b>what measures they are taking now</b> to prepare for the volume of patients that could be treated with these high-cost oncolytics.
CHANNEL DYNAMICS	Explores the <b>evolution of the oncology distribution</b> model as <b>alternatives to buy and bill</b> gain traction, new players see <b>opportunity in specialty pharmacy</b> , <b>limited networks</b> gain popularity, and practices and IDNs explore <b>dispensing oral oncolytics from office and institution</b>
PATIENT INFLUENCE AND AFFORDABILITY	Analyzes the <b>changing role of patients in cancer care</b> as they are exposed to more of the cost, treatment options multiply and information becomes readily available. Examines how out-of-pocket cost and patient affordability are influencing treatment decisions to <b>inform consumer communication plans, value propositions and patient assistance programs</b> .
ONCOLOGY PAYER MIX SIMULATIONS	Breaks out the payer types for <b>31 cancers</b> by both the <b>pharmacy and medical</b> benefits of both <b>commercial and government payers</b> . Provides direct, quantitative input into <b>customer segmentation, patient financial assistance planning and forecasting</b>

## FOR MORE INFORMATION

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