CANCERMPACT® – TREATMENT ARCHITECTURE

QUANTITATIVE ANALYSIS OF ONCOLOGY DRUG UTILIZATION

CancerMPact – Treatment Architecture assesses the current clinical management of 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.

It is based on online research with direct responses from over 4,700 oncologists across the globe, representing more than 275,000 treated patients per month. It offers added confidence due to the benefit of global consistency in our research methods, providing for more reliable comparison of treatment trends among the G8 countries.

Treatment data for each tumor is updated once per year in each geography.

AT A GLANCE

CancerMPact Treatment Architecture provides in-depth quantitative analysis of oncology drug utilization across all cancer disease stages. It covers more than 30 tumor types in the following countries*:

+ China
+ France
+ Germany
+ Italy
+ Japan
+ Spain
+ U.K.
+ U.S.

BUSINESS ISSUES ADDRESSED

How do patients progress through different treatment settings, including lines of systemic therapy?

+ Understanding the opportunities that exist for patient treatment, including patients who do not currently receive therapy, is critical to maximizing commercial success.

How does treatment vary based on genetic differences and biomarker status?

+ Companies with new agents entering an existing biomarker population need to understand the current treatment standards, while new agents seeking to establish a new biomarker niche can gain insight on adoption of diagnostic testing and targeted therapy adoption from existing analogues.

How does treatment vary among the U.S., EU5, Japan and China?

+ Understanding differences in standards of care is critical when designing pivotal development strategies for new products to ensure regulatory and commercial success..

*Select tumor types are available for the Chinese market.
Kantar Health can also create similar reports for other global markets as a custom engagement.

CANCERMPACT – TREATMENT ARCHICTECTURE

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 – Core, 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 – CORE, EXPANDED MARKETS	Best-in-class cancer epidemiology and proprietary patient calculations for target markets	Patient Metrics Core – U.S., Western Europe, Japan, China – 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. 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, China, India, Mexico, Russia, South Korea, Taiwan and Turkey.
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@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.