KANTAR HEALTH

CANCERNFLUENCE®

MOST COMPREHENSIVE DATABASE OF PHYSICIANS WHO INFLUENCE THEIR PEERS' CANCER TREATMENT DECISIONS

CancerNFluence identifies physicians in the U.S. and Western Europe who influence treatment decisions across high-profile cancers affecting large populations:

+ Acute Myeloid Leukemia
+ Breast
+ Colorectal
+ Melanoma
+ Multiple Myeloma
+ Non-Hodgkin's Lymphoma
+ Non-Small Cell Lung
+ Ovarian
+ Pancreas
+ Prostate
+ Renal Cell

Access to CancerNFluence is available by indication and geography with significant discounts for multiple selections.

CancerNFluence is the most comprehensive database of physicians who influence their peers' cancer treatment decisions. It goes far beyond traditional KOL identification.

CancerNFluence goes beyond national-level thought leaders to identify physicians wielding significant influence at the regional and local levels, potentially improving the impact of speaker programs/ad board recruitment, medical science liaison group alignment, sales force targeting, clinical investigator recruitment, new product planning, and marketing research recruitment.

Some of the questions influence mapping can help answer include:

+ Which physicians do peers look to for insights and advice?

+ Are my teams working with the right thought leaders?

+ How can I maximize return on the company's sales force investment?

+ Which physicians will provide the most valuable insights in custom marketing research studies?

AT A GLANCE

CancerNFluence gives you immediate access to a wealth of information, all at your fingertips. For the most influential physicians, you can determine:

+ Level of influence
+ Volume of influence (as measured by patients treated)
+ Geographic area of influence (U.S. and Western Europe)
+ Institution affiliation
+ Publication history
+ Year graduated
+ Speaking engagements
+ Industry affiliations

GO BEYOND NATIONAL-LEVEL THOUGHT LEADERS

CancerNFluence helps you create a competitive advantage by incorporating publication history, peer nominations, and competitive data into a powerful, easy-to-use, immediately accessible user interface.

Multiple reporting, printing, and exporting options

View data by country and tumor, or apply filters to display doctors that meet specific criteria

Expand record to show nominations by country and locations of doctors who nominated this physician

Sort by any column by clicking on header

Links to detailed profile of doctor

Ability to automatically search Google and PubMed for additional information on doctor

In-depth profile information on top-cited doctors

Geographic cite-pattern maps for each doctor by tumor and country

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.