



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.

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Select Tumor: **Colorectal Cancer** [Export/Print Physician Grid](#) **Currently Viewing Colorectal Cancer**

Respondent Country: **All Countries** [Export/Print Current Grid Physician Details](#)

Group Data By: **None** [Export Grid to Excel](#)

[Turn Filtering On](#)

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

Multiple reporting, printing, and exporting options

(click column headers to sort)	First Name	Last Name	City	State/Country	Specialty	Total Cites	Individual Cites	National/International Cites	Local/Regional Cites
Details	Wayne	Walker	La Jolla	California	IM, MedOnc	71	61	56	15
Details	Veronica	Wilson	Cambridge	Massachusetts	IM, MedOnc	32	29	26	6
Details			Antes	Loire-Atlantique (44)		26	26	25	1
Details			essen	Nordrhein-Westfalen					3
Details			ew	New York	IM, MedOnc				6
Details			stania	Catania					4
Details			altimore	Maryland	MedOnc, Hem	17	16	13	4
Details			cottsdale	Arizona	HemOnc	15	15	12	3
Details	Jody	Wells	Tours			15	15	15	0
Details	Lacey	Reed	Limoges			18	14	8	10

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

Back [PubMed](#) [Google](#)

Physician Table | Study Details | CancerNFluence | [mjjdemo@scancerflu.com](#)

Timothy C. Johnson

Address: Abramson Cancer Center
14 Penn Tower, 3430 Spruce Street
Philadelphia, PA 19104

Phone: 215-555-5555

E-Mail: timothy.johnson@uphs.upenn.edu

Board Certification: IM, Hem, MedOnc

Total Cites for All Tumors: 46

Individual Cites for All Tumors: 44

Institutions: University of Pennsylvania

Other Affiliation(s)/Title: Professor of Medicine at the Hospital of the University of Pennsylvania

Medical School, Degree: Duke University Medical School, MD

Graduation Year: 1981

Internship: Johns Hopkins Hospital

Residency: Harvard/Massachusetts General

Fellowship: Hospital of the University of Pennsylvania

Specialty: Oncology

Organization Memberships: ASCO

Recent Presentations: Systemic Therapy for Breast Cancer, ASCO 2007

Book / Book Chapters 2000 to Present: Cancer of the Breast, 2000 (Editor)

PubMed Citations 2002 to present: 68

Affiliations with industry: Consulting agreement: Bristol-Myers Squibb Company; Board of Directors: Coufer Pharmaceuticals

Other Comments: Dr. Johnson, a Professor of Medicine at the University of Pennsylvania School of Medicine, earned his medical degree in 1981 from Duke University Medical School. He is a member of the Society of Clinical Oncology and a regular speaker at the annual ASCO conference.

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

United States: 40
Local/Regional Cites: 10
National/International Cites: 32

— National/International Cites — Local/Regional Cites

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.