

# IQVIA Oncology Dynamics in the Belgian Market

*A survey-based study delivering patient-level oncology treatment insights*

Imagine having anonymized profiles of drug-treated oncology patients, details of their therapy, and clinical characteristics at your fingertips. With qualitative information supplied directly from more than 3,300 fully anonymized patient records collected every year, you will have insights to guide decisions throughout the life cycle of your product. Since the launch of IQVIA Oncology Dynamics in Belgium, there are now 7,400 patient records in total.

Such an invaluable resource now exists in IQVIA Oncology Dynamics.

## Details across Patients, Treatments, and Physicians

IQVIA Oncology Dynamics reveals how patients at various stages of their disease and with different biomarkers are being treated, by physician specialty across nine tumor types.

### THE REPORTED VARIABLES INCLUDE:

#### Patient Profile

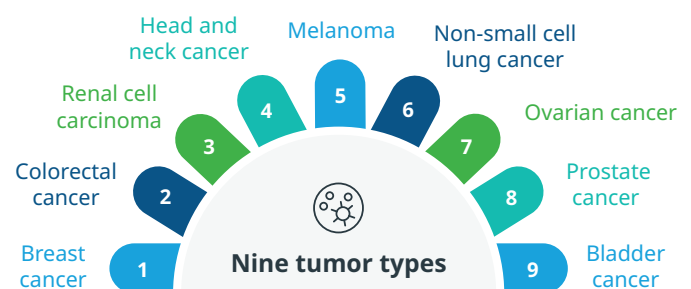
- Disease staging and biomarker status
- Key demographic information
- Tumor-specific attributes, biomarkers, and tests

#### Aspects of Therapy

- Current and most recent drug treatment
- Non-drug therapy
- Current supportive therapy

#### Physician Attributes

- Specialty of therapy initiator
- Overall therapy satisfaction



*Other tumors can be added to survey after a feasibility evaluation*

### FEATURES AND COVERAGE

Reliable, up-to-date insights into the oncology market

- Globally harmonized methodology for geographical comparisons
- All physician specialties treating oncology with drug therapy
- Large number of cancer-specific variables
- Fully anonymized patient details
- Various standardized or customized deliverables possible
- Regular updates, twice a year: first data run in Q1, second data run in Q3
- Compliant with all relevant regulations and codes of conduct

## A WINDOW INTO ONCOLOGY PRACTICES & DEVELOPMENTS

IQVIA Oncology Dynamics allows you to analyze the complex oncology market by indication, medication, biomarker status, or therapy initiator. You will have visibility into otherwise unobservable parameters such as the patient's line of therapy drug use by line of therapy and therapy duration.

These insights have applications across the drug lifecycle, from developing your commercial strategy to assessing the impact of your launch, to monitoring in-market performance.

### ONCOLOGY DYNAMICS BOOST

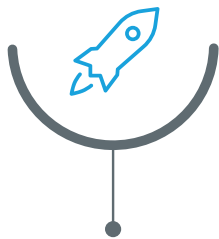
Oncology Dynamics is a natural fallout study — sample sizes for particular subpopulations or later lines of therapy may be small.

A Boost study supplements the natural fallout sample with additional cases while following the same data collection and projection methodology. Supplementary patient cases can be collected by history, stage, line of therapy, and biomarker status.

## METHODOLOGY

Snapshots of medical records reported by the physician

- A large panel of physicians across all drug-treating specialties working with oncology patients complete a web-based, standard questionnaire on their patients' medical records over two annual waves in a natural fallout study
- Data are transmitted to IQVIA and processed
- IQVIA applies over 400 quality controls and performs statistical analyses
- Data are projected to an aggregated, annual treated prevalence figure for each specialty



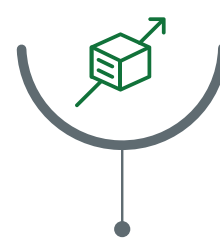
### During the **pre-launch** phase you can

- Assess your market opportunity and sizing
- Understand the treatment pathways, including drug use and therapy duration
- Develop a patient profile down to the biomarker mutation



### To support **launch**, you can

- Identify your target population
- Track performance by patient shares
- Spot country-specific use patterns
- Gauge physician satisfaction



### Once your product is **in market**, you can

- Measure drug use by indication and market share by line of therapy
- Monitor performance
- Profile usage of drugs
- Track off-label use
- Gauge physician satisfaction and understand the reason for discontinued therapy

To learn more about the IQVIA Oncology Dynamics in Belgium and to discuss how it can help you understand, prepare for, and respond to the market, please contact Sophie Tigranoff, at [sophie.tigranoff@iqvia.com](mailto:sophie.tigranoff@iqvia.com)



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