

IQVIA Oncology Industry Insights

Syndicated reports on oncology HCPs' perception of pharmaceutical organizations and the oncology landscape

Today's oncology market is increasingly fast paced, complex, and competitive. Maintaining an understanding of the issues and landscape is challenging.

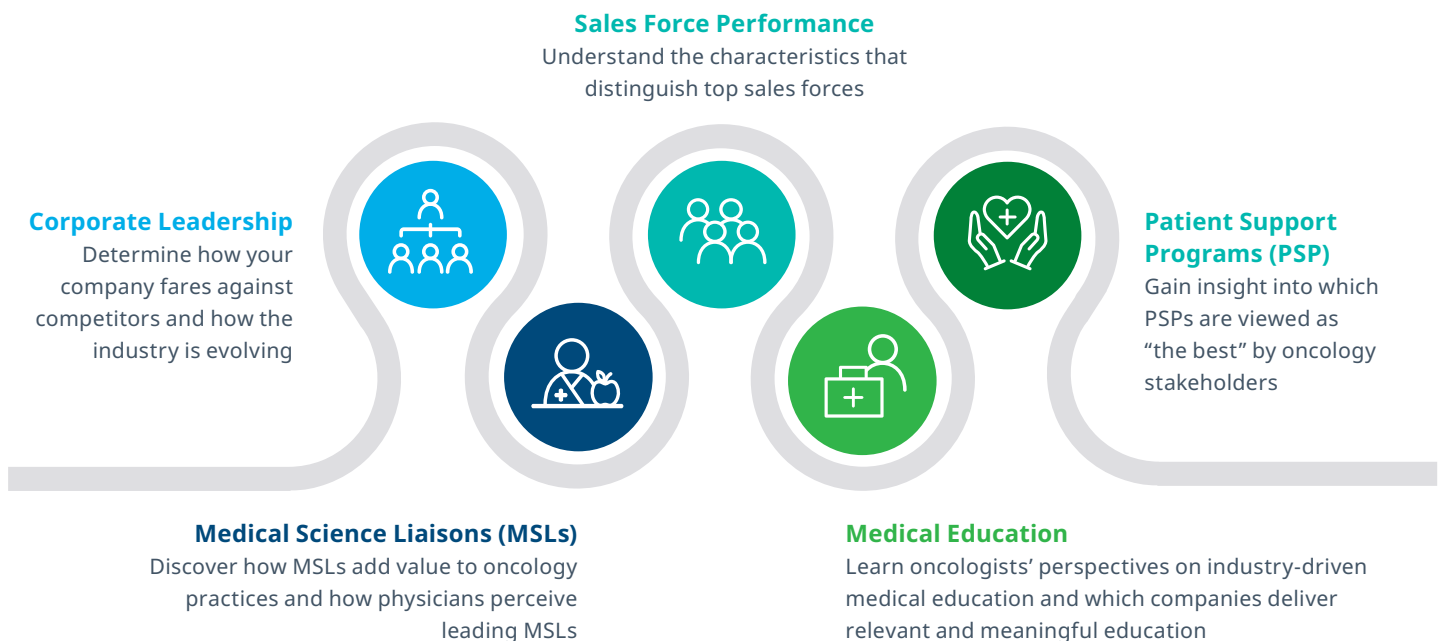
IQVIA Oncology Industry Insights reports share the perceptions of oncologists on the non-therapeutic but critical components of any oncology organization.

Covering key topics, these reports provide an indispensable tool to benchmark against industry leaders and assess performance against direct competitors. These reports help pharmaceutical executives make critical decisions around strategies, resource allocation, and engagement with oncology HCPs.

Why Oncology Industry Insights

- Most reports are based on feedback from 100 cancer-treating physicians across Canada
- Consist of 100+ pages of charts and tables with industry-level insights
- Provide detailed profiles of up to 35 pharmaceutical companies

Understand oncologists' opinion of corporate performance in key areas



Contact IQVIA to learn more about syndicated and custom reports on oncology topics and issues.

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