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Syndicated Reports on Key Topics in Oncology

IQVIA Oncology Industry Insights 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 from Metrika, an IQVIA business, share the perceptions of oncologists on the non-therapeutic but critical components of any oncology organization.

IQVIA Oncology Industry Insights is an indispensable tool to benchmark against the industry leaders and to 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 25 pharmaceutical companies

Syndicated reports on multiple topics in oncology

Sales Force Performance

Understand the characteristics that distinguish top sales forces

Corporate Leadership Determine how your company fares against competitors and how the industry is evolving

Medical Science Liaisons (MSLs)

Learn how MSLs add value to oncology practices and physicians' perceptions of the role of MSLs

Practice Insights (NEW!)

Validate assumptions about epidemiology through oncologists' clinical practice and patient volumes

Patient Support Programs (PSP)

Gain insight into which PSPs are viewed as "the best" by oncology stakeholders

Biomarker Dynamics (NEW!)

Measure the biomarker landscape and identify how novel diagnostic testing is evolving across tumour types

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

CONTACT US canadainfo@iqvia.com iqvia.com/canada

Medical Education

Learn oncologists' perspectives on industry-driven medical education and which companies deliver relevant and meaningful education