

IQVIA Oncology Dynamics

An international survey-based study delivering patient-level oncology treatment insights

Oncology Dynamics collects fully anonymized records of drug-treated treatment profiles, enabling clients to analyse the highly complex oncology market by indication, medication, biomarker status, or therapy initiator. Our globally harmonized methodology delivers reliable results and enables temporal and geographical comparative analytics.



- Europe: France, Germany, Italy, Spain, UK, Romania, Belgium, Austria
- Americas: US (in collaboration with BrandImpact), Brazil, Mexico, Colombia, Canada
- Asia and Oceania: Japan, China, South Korea, Saudi Arabia, Turkey, Australia



- Drug-treated cases of all cancers collected at natural fallout and projected to treated prevalence
- A selection of key cancers are available in Austria, Romania, Belgium, Mexico, Brazil, Colombia, and Saudi Arabia

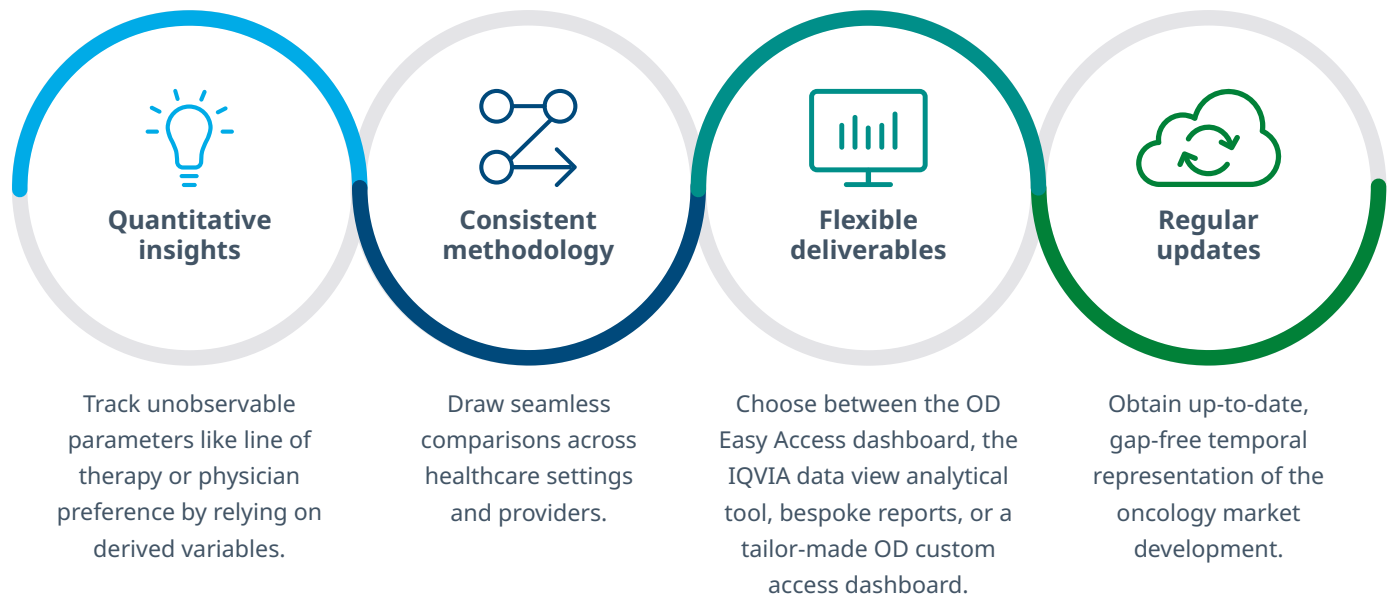


- All drug-treating physician specialties working with oncology treatment profiles
- Data-driven panel design tailored for each country



- Treatment profiles and clinical characteristics, including staging and biomarker status
- Current and most recent previous drug treatments, current supportive therapy
- Indication-specific parameters

Oncology Dynamics provide reliable, up-to-date insights into the oncology market



Seeing the full picture in complex oncology patient journeys.

Our advanced real world insight capabilities are designed to support decision making by delivering greater depth within targeted patient segments. This enables reliable analysis of treatment patterns in populations that are typically difficult to study.

For questions requiring a broader perspective, we capture the full patient journey from diagnosis onward. This supports more informed strategic and commercial decisions across launches, positioning, and drug lifecycle planning.

Get deeper insights. Decide smarter.



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