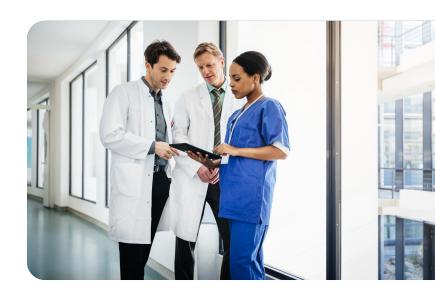IQVIA

IQVIA Oncology Physician Insights

Identify key cancer-treating specialties and understand their role in oncology patient care

IQVIA Oncology Physician Insights

Identifies key specialties and quantifies their involvement in cancer care to ensure your messaging and outreach efforts are directed towards the right doctor specialty groups. The study provides comprehensive insights on physician involvement and typical setting of care for more than **35** key cancers.

Available for France, Germany, Italy, Spain, UK, and India involving more than 3,500 physicians.

Background

Limited availability of data sources

- There is a scarcity of comprehensive data sources that provide adequate insights on physician involvement in oncology care by cancer and subpopulation.

- Given the unique nature of oncology as a therapeutic area, it is crucial to gain a thorough understanding of the medical community and their specific roles in treating various forms of cancer.

Challenge

Challenges in assessing physician involvement

- Determining which physician(s) are involved in treating patients at various stages of their therapeutic journey remains a complex task.

- Currently, validating engagement strategies across the entire doctor community and making precise decisions regarding field-force deployment pose significant difficulties.

Solution

Addressing the challenges: IQVIA Oncology Physician Insights

- The IQVIA Oncology Physician Insights comprehensively tackles the difficulties mentioned. By analyzing a diverse group of physicians, this study offers valuable insights into the physician landscape across the studied countries.

The panelists represent a diverse group of specialties, providing valuable qualitative and quantitative information of their involvement in cancer care

Available indications

Solid tumors	Haematological tumors
• Bladder	• ALL
• Brain	• AML
• Breast	• CLL
• Cervix Uteri	• CML
• Colorectal	• MDS
• Corpus Uteri	• Multiple Myeloma & Malg. Plasma
• GIST	• Myelofibrosis
• Head & Neck	• NHL
• Hepatocellular Carcinoma	• Other Leukemia
• Kidney	• Other Haem. cancers
• Liver	• Polycythemia Vera
• Melanoma	• Waldenstorm´s Macroglobulin
• NETs	
• NSCLC	
• Oesophagus	
• Other skin	
• Other solid tumors	
• Ovarian	
• Pancreas	
• Prostate	
• SCLC	
• Stomach	
• Testis	
• Thyroid	

Key business questions

- What specialties are involved in initial cancer diagnosis and treatment?

- What proportion of patients are treated in the public vs private setting?

- How many patients on average does one specialty typically treat/see in given month?

- How many drug treated/non drug treated/under observation patients does each specialty see in a given month per cancer?

- Which specialties are drug treating patients at what stage of disease?

- What is the share of newly treated patients by specialty?

- What is the share of drop out patients? (only India)

- What is the typical referral route for doctors diagnosing cancer patients for a given specialty?

- What is the level of interaction with MSL?

Participating specialties	
Dermatology	Nuclear Medicine
ENT	Oncology
Gastroenterology	Pulmonology
Gynecology	Radiotherapy
Hematology	Urology

Pre-defined reports deliver key findings of the study and can be supplemented by custom analytics

Illustrative example: Doctor workload and demographics, their involvement in care and prescriptions for various cancer

The key drug prescribers for drug-treated cancer patients are:

- **Oncologists**
- **Haematologists**
- **Pulmonologists**
- **Urologists**

Out of all cancer treaters

97% drug-treat cancer patients

70% see non-drug-treated patients

67% see watch and wait patients

In average, about **63%** of drug-treated patients are on **late stage** (vs. 36% in early stage)

Dermatologists, Gastroenterologists, ENTs and Paediatricians are the **specialties prescribing drugs the least** amoung cancer-treating specialties

~87% of drug-treating physicians prescribed drugs to **late-stage** patients

~85% of drug-treating physicians prescribed drugs to **early-stage** patients

~200 Cancer patients seen per month (across all specialities)

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