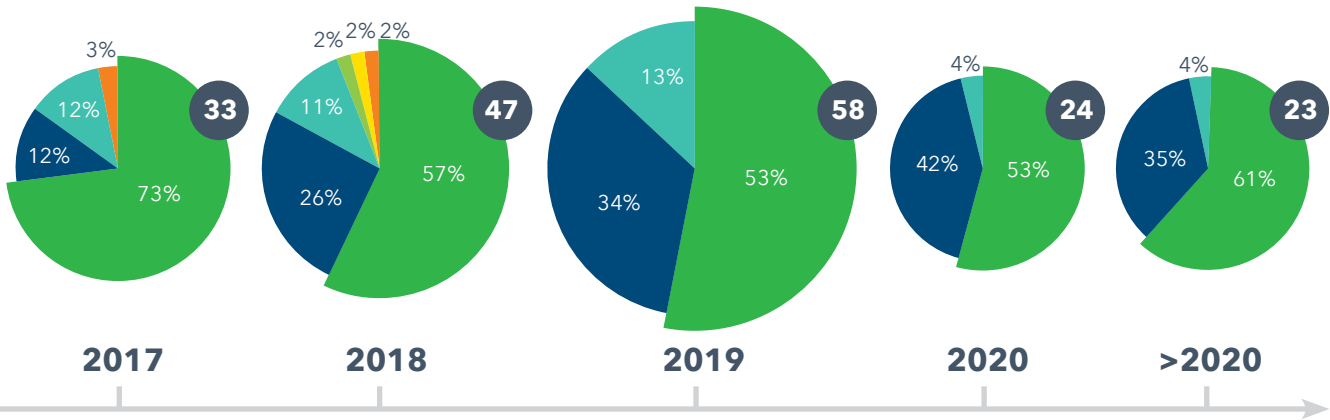


UNDERSTANDING WHAT ONCOLOGISTS NEED FOR THEIR PATIENTS AND THEIR CLINICS

THE CURRENT ONCOLOGY PIPELINE: DEVELOPMENT AND LAUNCH

Exceptional launch activity increases options for patients but requires a greater understanding of the impact on treatment pathways and patient segments for payers and clinicians.



These figures are estimates based on Phase III completion dates. The actual number of launches will depend on successful trial completion and FDA approval. Products in Phase II that could successfully move through launch are not included.



The pipeline of oncology drugs in clinical development has expanded by **more than 60%** between 2005-2015¹



Nearly 600 new molecules were in late-stage clinical development in 2015¹

The biggest need when introducing a new cancer therapy to clinic:

58%

need to understand clinical benefits and patient outcomes

21%

need to assess the therapies' place in the clinical pathway and treatment guidelines

What are patient's biggest concerns apart from survival when initiating a new treatment regime?

56%

side effects

21%

impact on patient lives (e.g., work and lifestyle activities)

What services are most valuable to oncologists and their patients?

50%

say the provision of education/support about the new drug

23%


ask for face to face nursing support to train/educate patients

98 

oncologists were surveyed across the top 5 EU countries, to understand what they require to help them, and their patients get the most out of cancer care.

We understand that you navigate a complex environment when introducing a new cancer therapy to oncologists.

Discover how we can design a tailored approach to help you meet your goals.

-  Market access strategic consultancy
-  Research and insights generation
-  MSL training and deployment
-  Clinical nurse educators
-  Pathway redesign
-  Multichannel patient engagement programs

Reference: QuintilesIMS (2016) Oncology Survey, Exploring Need. Data on File.
 1. IMS Health (2016) Global Oncology Trend Report: A Review of 2015 and Outlook to 2020.