KANTAR HEALTH

CANCERMPACT®
BIOMARKER ANALYSIS

HOW DOES THE EPIDEMIOLOGY OF BIOMARKERS AFFECT ONCOLOGY PRODUCT FORECASTING AND BUSINESS PLANNING?

Oncology is becoming increasingly segmented. More than the simple organ- or tissue-defined diseases, research is continually shedding light on new subpopulations that arise via distinct pathways and may be susceptible to unique treatment options. The era of "personalized medicine" has arrived, and while physicians and patients are ready to embrace it, a host of factors need to be considered by a manufacturer seeking to enter this space.

We estimate that 17-20% of oncology patients are currently eligible for personalized care due to either biomarkers or histology-based treatments, with this number likely to grow in the near future.

CancerMPact Biomarker Analysis is a global resource based on a thorough review of literature and recently published data that discusses the current and evolving oncology landscape with regard to biomarker segmentation and differences, including:

+ Geography
+ Survival
+ Ethnicity
+ Race
+ Gender

CancerMPact Biomarker Analysis is brought to you by the same oncology experts who produce CancerMPact and Oncology Market Access, the industry gold standards for oncology data, insights and analysis.

The detailed analysis included in this offer forms a basis for a custom evaluation and application to your specific business needs.

AT A GLANCE

CancerMPact Biomarker Analysis can assist you with navigating these key business questions:

+ What percentage of cancer patients have a specific biomarker?

+ Does biomarker prevalence vary by race, ethnicity or geography?

+ How can this information be used to inform forecasting and market sizing?

+ Which patient segments are available for targeted therapies and clinical trials?

BIOMARKER	CANCER
BRAF	Melanoma
EGFR	Non-Small Cell Lung Cancer
EML4-ALK	Non-Small Cell Lung Cancer
KRAS	Colorectal Cancer
TNBC	Breast Cancer

CANCERMPACT BIOMARKER ANALYSIS

CancerMPact is an invaluable and comprehensive oncology decision support resource. It can be utilized for market analysis, strategic planning and identification of commercial opportunities in the U.S., Western Europe, Japan and China. This resource is composed of web-based integrated modules: Patient Metrics (Patient Metrics – G7, Patient Metrics – China, Patient Metrics – Expanded Markets and Biomarker Analysis) and Treatment Practices and Evolution (Treatment Architecture and Future Trends and Insights).

TREATMENT ARCHITECTURE	In-depth quantitative analysis of oncology drug utilization across all cancer disease stages	Treatment Architecture assesses the current clinical management of cancer patients by site and stage for all treatment modalities – including surgical, radiologic and systemic agents, as well as untreated patient populations. Treatment Architecture also provides benchmarks from clinical data to highlight the factors contributing to standard-of-care designations. Drug utilization is captured for all treatment settings and lines of therapy and by patient type in tumors where biomarkers have segmented the drug market.
FUTURE TRENDS AND INSIGHTS	Expert analysis of the changing oncology competitive landscape with focus on ongoing clinical trials	Future Trends and Insights explores potential changes in treatment practices in the U.S., Western Europe and Japan based on a critical evaluation of recently published clinical data, regulatory advances/setbacks and ongoing clinical trials. It identifies key trends in each tumor market, which can comprise new product introductions or label expansions of marketed products. It also ascertains and quantifies unmet needs for each cancer while continuously monitoring the competitive environment.
PATIENT METRICS – G7, CHINA, EXPANDED MARKETS	Best-in-class cancer epidemiology and proprietary patient calculations for target markets	Patient Metrics – G7 and Patient Metrics – China combine epidemiologic data and analysis to estimate incidence (annual new cases of cancer) by stage; restaged 10-year prevalence (annual surviving cancer patients from up to 10 years prior that accounts for progression to later stages); active disease (estimate of treatment-eligible patients by stage that does not include early-stage patients in remission); and treated patient populations by modality (surgery, radiation, drug therapy, etc.), drug regimens, and drug agents. Patient Metrics – Expanded Markets combines epidemiologic data and analysis to estimate incidence (annual new cases of cancer) by stage; 5-year prevalence (annual surviving cancer patients from up to 5 years prior to diagnosis); and treatable patients for 17 tumor types by country for Argentina, Brazil, Canada, India, Mexico, Russia, South Korea, Taiwan and Turkey.
BIOMARKER ANALYSIS	Expert analysis of the key oncology biomarker segments	Biomarker Analysis is a global resource based on a thorough review of literature and recently published data that discusses the current and evolving oncology landscape with regard to biomarker segmentation and geographic, survival, ethnic, racial and gender differences.

FOR MORE INFORMATION
Please contact info@kantarhealth.com, or visit us at www.kantarhealth.com.

WHY KANTAR HEALTH?
Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.