



# CANCERMPACT® FUTURE TRENDS AND INSIGHTS

## EXPERT ANALYSIS OF THE ONCOLOGY COMPETITIVE LANDSCAPE

The CancerMPact Future Trends and Insights module 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.

CancerMPact Future Trends and Insights identifies key trends in each market, which can comprise new product introductions or label expansions of marketed products.

Features include greater ease of identifying key competitive threats by indication and expanded breadth and depth of analysis and information.

### CONTINUOUS COMPETITIVE MONITORING

Clinical development moves at a rapid pace, with new data, new trials, failures and successes occurring constantly. In order to ensure timeliness and utility of the information, Future Trends and Insights is updated continuously throughout the year.

- + Pivotal events (e.g., regulatory action, pivotal trial outcomes) are incorporated within a short time frame.
- + Other important changes in development (e.g., changes in ongoing trial status, initiation of new trials) are incorporated each trimester.

Through continuous monitoring and updates, we provide greater value and insights to the evolving treatment landscape.

## AT A GLANCE

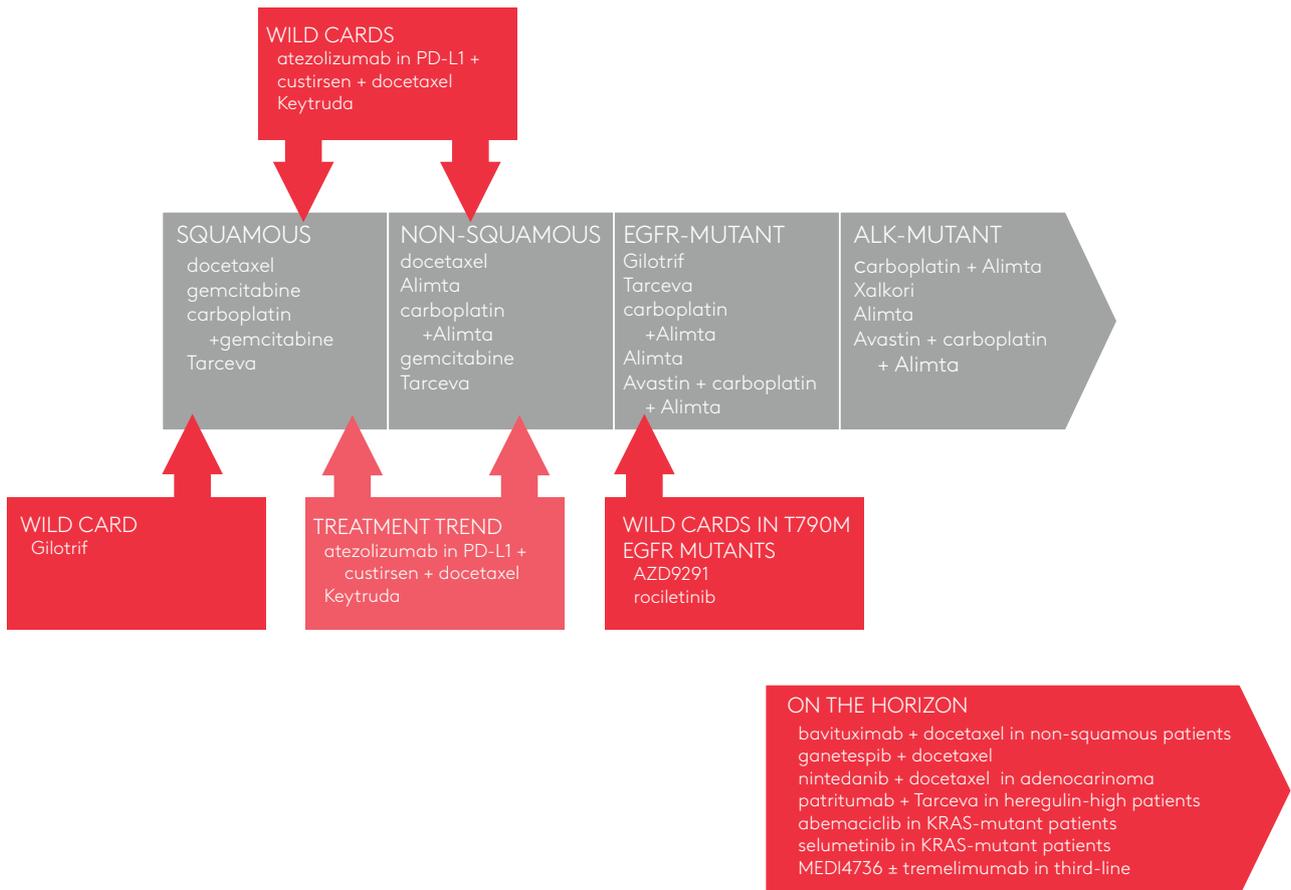
CancerMPact Future Trends and Insights allows clients to understand:

- + **CONTEXT AND IMPLICATIONS BEHIND CLINICAL DEVELOPMENT:** Expert Kantar Health commentary that explores more than the stated clinical trial results (i.e., likely competitor positioning strategies, likelihood of approval)
- + **POTENTIAL DEVELOPMENTAL RISKS, THREATS AND OPPORTUNITIES:** Sheds light on the potential trends and events that can pose threats to or present opportunities for agents in development
- + **SIZE AND NATURE OF UNMET NEEDS:** Highlights opportunities for companies to develop new therapies
- + "Competitive Landscape" discussions within each tumor and line of therapy
- + Detailed summary of relevant clinical data and ongoing development strategies
- + Launch timelines for each indication (tumor types, line of therapy and patient segment), focusing on the entire competitive set
- + An indication matrix to highlight all tumors in which agents are being actively developed, focusing on the entire competitive set
- + An MOA (mechanism of action) matrix to highlight which MOAs are being developed in each indication and across indications

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## SECOND-LINE OR LATER, METASTATIC NON-SMALL CELL LUNG CANCER, U.S. (AS OF AUGUST 2015)

- + **Treatment Trend:** A significant shift highly likely to occur in the next two years and has Phase III evidence
- + **Wild Card:** A significant shift in the next two years but is uncertain to occur due to a lack of Phase III evidence
- + **On the Horizon:** A potentially significant shift beyond two years with uncertainty regarding timing and level of impact



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).

### FOR MORE INFORMATION

Please contact [info@kantarehealth.com](mailto:info@kantarehealth.com), or visit us at [www.kantarehealth.com](http://www.kantarehealth.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.