

The Ipsos Global Oncology Monitor

Our comprehensive global syndicated database of anti-cancer drug treatment, with highly bespoke deliverables and ongoing servicing from oncology experts.

What?

30 years' of real-world patient data, capturing prescribing of anti-cancer and supportive care agents across solid and haematological tumours.

Where?

Running in over 30 markets worldwide, with globally comparable metrics combined with regionally-nuanced questions.

How?

Geographically representative panels of cancer-treating physicians providing demographic information and real-world usage data from reviewing patient charts.

Answering your key business questions by...

- Sizing markets and patient cohorts of key business interest
- Providing robust drug and regimen shares at multiple patient segment levels
- Ascertaining the reasons behind therapy choice and therapy switches
- Allowing you to profile both physician and patient audiences of interest
- Providing bespoke analysis and the context behind the findings
- And much more...

Methodology:

Geographically representative panels of treating physicians (by appropriate specialty and site of care location) provide:

KEY CUSTOMER CHARACTERISTICS

Physician Demographic Form

Gathers specialty, years in specialty, practice information, patient volumes, event attendance, rep visits, new product adoption, etc.

Allows segmentation of the prescriber population

PATIENT-LEVEL PRESCRIBING DATA

Patient Record Form (PRF)

Gathers patient demographics, disease severity scores, biomarker test results by tumour type, current & previous treatments, supportive care therapy, etc.

Enables full understanding of patient management & the patient journey

EXPLORATORY QUESTIONS

Reasons for therapy choice, satisfaction and patient involvement with therapy, reasons for therapy switch, future prescribing intent, etc.

Provides further context behind physician motivation and prescribing behaviour



Coverage:

Countries capturing all drug-treated tumour types*

- USA
- UK
- FRANCE
- GERMANY
- ITALY
- SPAIN
- CHINA
- AUSTRALIA
- INDIA
- KOREA
- JAPAN

Countries capturing tumour-specific data**

- CANADA
- SWITZERLAND
- AUSTRIA
- NETHERLANDS
- TAIWAN
- PHILIPPINES
- THAILAND
- MIDDLE EAST & NORTH AFRICA
- MEXICO
- BRAZIL

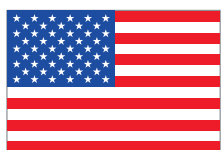
* Covers both solid tumours and haematological malignancies

** In some markets, data collection is only done on request.

Sample

The Global Oncology Monitor collects ~240,000 patient records from ~4,000 physicians annually.

EXAMPLE OF SAMPLE SIZES IN THE G7 MARKETS:



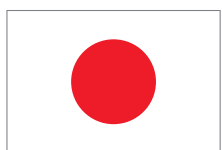
In an average month...

- Approximately 375 US physicians
- Approximately 5,500 patients (all tumours)



In an average month...

- Approximately 550 EU4 + UK physicians
- Approximately 9,000 patients (all tumours)



In an average quarter...

- Approximately 210 JPN physicians
- Approximately 6,200 patients (all tumours)

Sample sizes of additional markets of interest, plus reporting frequency, are available upon request.

Data Delivery & Servicing

Ipsos prides itself on high quality, in-depth data delivery and expert servicing in order to answer our subscriber's unique business questions.

The Global Oncology Monitor set-up is syndicated but all deliverables are fully customised and include:

- Tumour-specific dashboards
- Detailed PowerPoint reports addressing your objectives
- Customised Excel tables and graphs every quarter
- In-person/ virtual presentation of results
- Package of servicing/consultation hours, per region, to dive deeper into the data
- Access to our bespoke software/portal to run your own analysis
- Projected patient and treatment figures, allowing you to size market opportunities



Just Some Of Our Publications & Posters

RECENT PUBLICATIONS:

THE POWER OF HOLISTIC INSIGHTS:
UNDERSTANDING WHY REAL-WORLD TREATMENT & OUTCOMES CAN BE SUB-OPTIMAL AND WHAT CAN BE DONE ABOUT IT
AUTHORS: CHRIS TEALE, ALESSANDRA FRANCESCHETTI, AYŞE LEVANT, PETE DUNCAN – IPSOS
PUBLISHED BY: IPSOS | MARCH 2022

ONCOLOGY IN THE TIME OF COVID (SPOTLIGHT ON INDIA)
PUBLISHED BY: IPSOS | MARCH 2022

THE AMAZING RACE: NEXT GEN IMMUNO-ONCOLOGY EDITION
PUBLISHED BY: IPSOS | MARCH 2022

A YEAR IN ONCOLOGY: A REVIEW OF 2021 DRUG APPROVALS IN US, EUROPE AND JAPAN
PUBLISHED BY: IPSOS | FEBRUARY 2022

CONQUERING COMPLEXITY: THE ONGOING REVOLUTION IN ONCOLOGY BIOMARKER TESTING
PUBLISHED BY: IPSOS | FEBRUARY 2022

RECENT CLINICAL POSTERS:

DIFFERENTIAL UPTAKE OF IMMUNO-ONCOLOGY (IO) TREATMENTS AMONG DIFFERENT INCOME LEVELS FOR NON-SMALL CELL CANCER PATIENTS IN CHINA
ONLINE ABSTRACT AT: ISPOR VIRTUAL CONFERENCE | ORLANDO, USA | MAY 18-20 2020

COMPARATIVE ANALYSIS OF PROFILES OF 2ND LINE STAGE IV RENAL CELL CARCINOMA PATIENTS BY 1ST LINE TO 2ND LINE TREATMENT SEQUENCING IN THE US
ONLINE ABSTRACT AT: ISPOR VIRTUAL CONFERENCE | MAY 18-20 2020

IMPACT OF BIOPSY METHODOLOGY ON BIOMARKER TESTING IN NSCLC IN EU5
ONLINE ABSTRACT AT: ASCO ANNUAL MEETING 2019 | CHICAGO, USA | 31 MAY – 4 JUNE 2019

NHL AND RITUXIMAB BIOSIMILAR: HOW HAVE PRESCRIBING BEHAVIOURS CHANGED IN EU5 IN THE LAST YEAR?
ONLINE ABSTRACT AT: ASCO ANNUAL MEETING 2019 | CHICAGO, USA | 31 MAY – 4 JUNE 2019

Additional Syndicated Oncology Services

Our holistic research solutions further enhance your business insights from the Oncology Monitor.



REAL-WORLD EVIDENCE STUDIES:

- Molecular Diagnostics Portfolio
- Rapid Research



PROMOTIONAL STUDIES:

- Conference Assessment Studies



DATA SCIENCE & ANALYTICS:

- Oncology Uptake Tool
- Future Market Mapping
- I-O Mapping Study



TOPICS & TRENDS STUDIES:

- Evolution of COVID-19 Impact Study
- Biomarker Tracking Tool

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