
Introducing Cancer!MPact™

The premier online global oncology resource to assist clients with all aspects of strategic planning, market analysis, and identification of commercial opportunities in oncology. **Cancer!MPact™** comprises of four comprehensive integrated modules:

Patient Metrics

Presents historical, current, and projected estimates to 2025 of cancer incidence, prevalence, active disease and treated populations by cancer site and stage. This powerful module:

- ▶ Provides calculations and data sets based estimates on the most recently available SEER and NODB data sets
- ▶ Delivers comprehensive cancer epidemiology including incidence, prevalence, active disease and treated populations by cancer site and stage
- ▶ Better identifies “actively” treated patients by modality, and “untreated” patients through the clinical flow using updated models

Treatment Architecture

Assesses the current clinical management of cancer patients by site and stage for all treatment modalities and explores possible changes in therapy. Based on primary research, secondary data from various reference sources, conferences, journals, and an internal workshop this module:

- ▶ Discusses and develops a regional analysis of patient care, current standards of care, clinical benchmarks, and potential future trends in clinical management
- ▶ Includes surgical, radiotherapeutic, and untreated populations to achieve an overall understanding of the therapeutic “market” with respect to cancer care
- ▶ Provides graphic representations of each cancer’s key current regimens, emerging trends, and any potential “wildcards”
- ▶ Presents a brief discussion of the evolution of treatments and future perspectives

Emerging Technologies

Evaluates and ranks the key success factors and overall commercial viability of the most promising compounds being developed within each technology are expected to have significant clinical impacts for the key cancers. This module:

- ▶ Includes detailed product profiles with analysis and quantification, timeline assessments, and indication matrices
- ▶ Evaluates drugs on an indication basis, focusing on Phase II or Phase III studies, and a summary of product highlights
- ▶ Profiles treatment by cancer, stage, and line of therapy
- ▶ Identifies "standard of care" chemotherapeutic regimens
- ▶ Summarizes currently active clinical data and research

Market Perspectives

Estimates the value of the current oncology markets by cancer site and stage, specific product, and key therapeutic regimen. This module:

- ▶ Provides a high cut overview of the oncology markets with an estimate of sales by product and tumor site
- ▶ Provides an Historical Market Forecast model to account for new data and market intelligence
- ▶ Offers the cancer market value by leading oncology products, product categories, and cancer sites

For **Pricing / Ordering** - contact a DaVinci Oncology Specialists professional

E-mail: **Ian Hicks, Vice President**
 ihicks@mattsonjack.com

Steve Clark, Client Service Director
 sclark@mattsonjack.com

Douglas Lloyd-Fell, Director-Europe
 dlloydfell@mattsonjack.com

CONTACT INFORMATION

DaVinci Oncology Specialists
The Oncology Center of Excellence for
The Mattson Jack Group, Inc.
393 Vintage Park Drive, Suite 250
Foster City, California 94404, U.S.A.
Telephone: (650) 212-7010
Facsimile: (650) 212-7011
URL: <http://www.mattsonjack.com>