



More Than Just Numbers

CancerMPact® comprises four Web-resident modules:

Treatment Architecture
Treatment Evolution
Emerging Technologies
Patient Metrics

Created and maintained by the same team of oncology experts that produces CancerNFluence®, CancerNSight®, Leonardo's Notebook™, and Oncology Marketing Strategies, **CancerMPact**® is your premier resource for market analysis, strategic planning, and finding new business opportunities in oncology.

Your invaluable decision support tool

- The four modules available singly or as a group, and by specific geographic market (U.S., Western Europe, or Japan)
- Discount subscriptions available for emerging companies with less than \$50 million in annual revenue

A more accurate map of the competitive environment

Based on primary research with practicing oncologists in the U.S., Western Europe, and Japan and using data from published sources and our own expert coverage of major meetings and conferences, *Treatment Architecture* assesses the current clinical management of cancer patients by site and stage for all treatment modalities—including surgical, radiologic, chemotherapeutic, and untreated populations.

- Robust primary research combined with rigorous secondary data analysis
- Based on MattsonJack DaVinci's annual survey of approximately 3,500 respondents representing a variety of oncology specialties and 118,000+ treated cancer patients
- Patient treatment by tumor type (about 25 tumors)
- Drug utilization tables by tumor type, stage, regimen, utilization, and number of cycles
- Charts and tables in separate Excel files

Treatment Architecture

What are the current and likely future treatment choices and trends for your indication?

MATTSONJACK
A Kantar Health Company

Treatment Evolution

What are your future competitors' most likely positioning strategies?

What are the potential risks, threats, and opportunities facing the top drugs in development?

A more useful perspective on trends affecting your brand

Based on critical evaluation of recently published clinical data, regulatory advances and setbacks, and ongoing clinical trials, *Treatment Evolution* explores the context and implications behind clinical development to identify potential changes in clinical practice in the U.S., Western Europe, and Japan.

Identifies key trends by probability of occurrence:

- Treatment trend—a significant shift, highly likely in the next two years based on Phase III evidence
- Wild card—a possibly significant shift, but its likelihood is uncertain due to lack of Phase III evidence
- On the horizon—a potentially significant shift in the more distant future (more than two years), but timing and impact are uncertain

Emerging Technologies

Which drugs in clinical development are closest to marketing approval?

Which ones will really affect clinical practice?

Which ones will be your most formidable competitors?

A more critical evaluation of drugs in development

Emerging Technologies evaluates and ranks the key success factors and overall commercial viability of the most promising agents—drugs that will have a significant commercial impact in the next five years—by tumor type, stage, and line of therapy.

- Detailed clinical summary not limited to primary indication
- Identifies products with greatest potential for real near-term impact
- Expert commentary on development and regulatory issues affecting the product
- Estimated launch timelines by year for initial and likely subsequent indications
- Evaluation of potential market opportunities

Patient Metrics

How big is your target market today?

How big will it be tomorrow?

A more realistic estimate of your target market

Patient Metrics combines epidemiologic data and longitudinal analysis to estimate incidence, prevalence, and treated populations (including surgery, radiation, drug therapy, and hormone therapy where relevant) for 30 tumor types—by site and stage—to the year 2030.

Stay ahead of your competition with CancerMPact®

Learn more about CancerMPact®
and how it can help improve your competitive position
by emailing info@mattsonjack.com
or calling us at 314.469.7600.

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