

# IQVIA Onco 360 Indication Tracker

*A dedicated oncology syndicated market research study that triangulates patient data with other IQVIA data sources*

The oncology competitive landscape continues to evolve with targeted and advanced therapies being used at a rapid pace. Over the past five years, 57 newly launched oncology therapeutics received approval for 89 indications, with some drugs treating multiple tumor types<sup>1</sup>.

With that, there is a need to **understand the market dynamics, trends and prescribing behaviors of healthcare providers** on key oncology drugs, thus enabling companies to identify key business focus and priorities.



**IQVIA Onco 360**, a syndicated market research study, helps organizations move forward by quantifying healthcare professional (HCP) prescription behavior changes of top cancer indications over a period, using an online survey methodology by combining Real World Data (RWD) from patient diaries with primary market research (PMR) survey and triangulating findings with IQVIA sales data.

## WHAT IS ONCO 360 TRACKER?



It is an annual syndicated study that aims to capture real-time patient diary data on key cancer indications



Indicates changing trends in HCP prescribing behavior which allows companies to better tailor their strategic decision with respect to sales force effectiveness, messaging, etc.



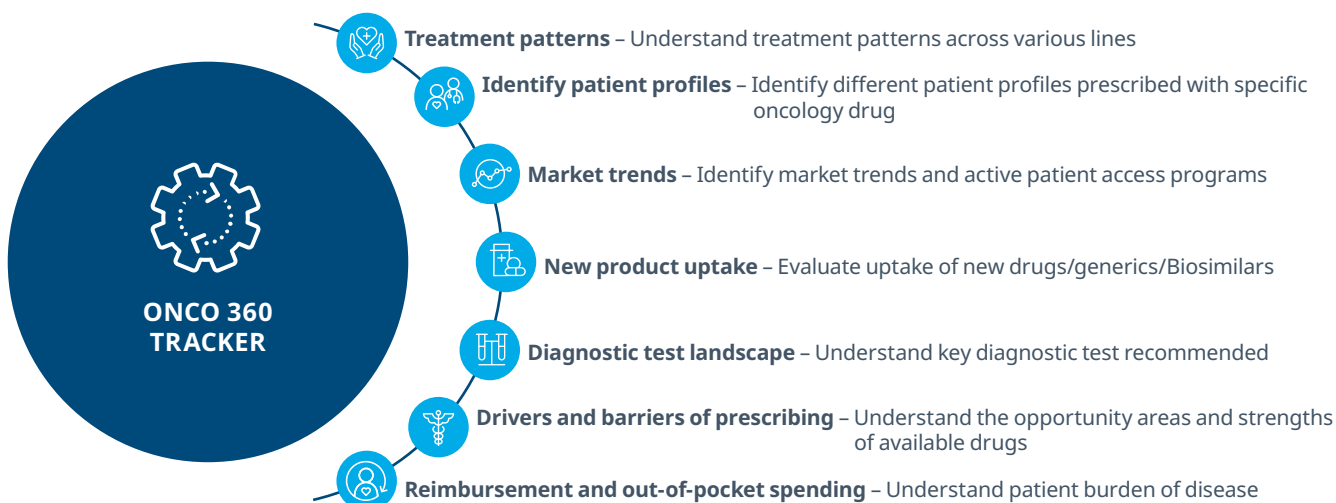
Provides up-to-date perspective on market landscape of top oncology drugs allowing wave on wave comparison



The study is easily replicable for other indications and countries

## THE ONCO 360 TRACKER ANSWERS KEY OBJECTIVES

Onco 360 tracker has been designed to help businesses ascertain the near-term and long-term impact of fast-changing physician prescribing behavior and needs to adapt their strategies to enable business growth.



## THE METHODOLOGY

Collecting patient data and physician perception triangulated with NSA data to quantify market trends.

**Patient diary forms (prospective/retrospective)** is a syndicated survey collecting comprehensive and clinically relevant oncology patient data

**Primary market research survey with specialist** provides answers to market drivers and other client specific questions

**IQVIA sales data** used to measure sales of drugs across different therapy areas. E.g, sales of top oncology drugs



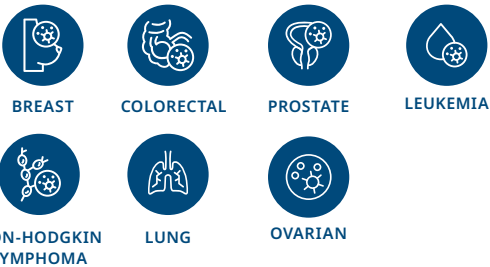
### Geographical coverage



MALAYSIA SINGAPORE

### Cancer coverage and target respondents

#### Cancer coverage



#### Target respondents

MAIN RESPONDENTS

#### Medical oncologist

Patient information shall be collected mainly from medical oncologists who are main treaters of cancers

OTHER SPECIALISTS

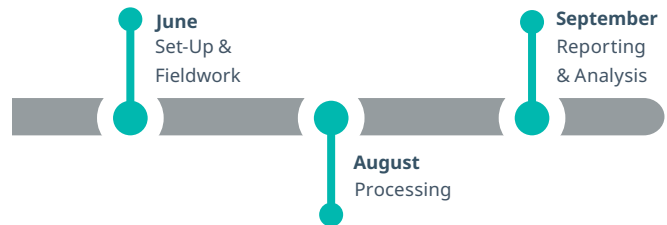


### Online interview

IQVIA partners with top online panel providers for clean and verified data (built-in data checks and respondent back-checking)

### Timeline

Once a year



### Output

**Onco 360** delivers quantified analysis of key findings and insights in a slide format, including actionable recommendations on specific business questions and hypothesis.



1. <https://www.iqvia.com/insights/the-iqvia-institute/reports/global-oncology-trends-2019>

The world has changed. We are here to help. Contact your IQVIA representative today to learn more about **IQVIA Onco 360**.

## CONTACT US



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