


[Corporate Access](#)
[Account Login](#)

Search Criteria:

Search In:

[NEWS](#)
[BLOGS](#)
[MED AD NEWS](#)
[R&D DIRECTIONS](#)
[SPECIAL REPORTS](#)
[INFORMATION TOOLS](#)
[ENEWSLETTERS](#)
[CONFERENCES](#)
[Business](#)
[Marketing & Advertising](#)
[Therapeutics](#)
[R&D News](#)
[FDA News](#)
[Conference News](#)
[People](#)

MedAdNews

[ARCHIVE](#)
[1999](#) | [2000](#) | [2001](#) |

[2002](#)
[2003](#) | [2004](#) | [2005](#) |

[2006](#) | [2007](#) | [2008](#) |

[2009](#)


Poll results reflect shifts in physician decision making

MDOUTLOOK's Quick Poll was developed to measure the pulse in the global thoracic oncology community, as well as assess adoption rate of the different maintenance regimens into clinical practice.

by Gina-Louise Monari

[back to table of contents](#)

Quick Poll research from The Arcas Group LLC's oncology intelligence platform MDOUTLOOK validates an expected change in physician decision making in the area of oncology. Results were released following this month's annual meeting of the American Society of Clinical Oncology in Orlando, Fla. Based on patient volume, clinical focus and other criteria, specific subgroups of MDOUTLOOK's global database of 43,000 cancer treaters were selected for participation in one of the following Quick Polls: integration of hot topics in the management of breast cancer, gynecological cancer, lung cancer, or skin cancer.

From Arcas' perspective, there is tremendous synergy between pharmaceutical companies and physicians in terms of oncology development. Their focus is on developing more effective treatments, with an emphasis on biologics because of their potential for success. Ultimately their interests are fully aligned in finding the most effective treatment for oncology. According to the team at Arcas, the single biggest trend is the significant focus and progress in targeting therapies to become personalized medicine. This is true from a diagnostic perspective, treatment selection, as well clinical development. In addition, it tied in with the theme of this year's ASCO event, which was "Personalizing Cancer Care".

"These Quick Polls perfectly demonstrate the ability of MDOUTLOOK to quickly and in a targeted manner capture the view of the clinician, and turn this into actionable intelligence," says Jan Heybroek, president of The Arcas Group (thearcasgroup.com).

MDOUTLOOK, in close consultation with members of the MDOUTLOOK Strategy Council and other renowned medical experts, selected key oncology developments presented in Orlando for each of the four researched areas. Within one week, 370 cancer treaters from 32 countries completed these Quick Polls making it the first market feedback available post-American Society of Clinical Oncology. According to members of the MDOUTLOOK Strategy Council believe these results validate the expected change in physician decision-making and that it will be interesting to follow-up on a regular basis to track the changes.

High level of excitement surrounds the development of PARP1 inhibitors Bipar Sciences Inc. (biparsciences.com) BSI-201 and olaparib for the treatment of triple-negative breast cancer. In addition, the development of PARP1 inhibitors is expected to double the amount of genetic screening for Breast Cancer Susceptibility Gene deficiencies. In the area of gynecological cancers, the combination of carboplatin plus pegylated liposomal doxorubicin is expected to be the new standard-of-care for relapsed, platinum-sensitive ovarian cancer. For advanced

cervical cancer, the combination of gemcitabine + cisplatin will be the new standard-of-care concerning choice of chemotherapy.

With regard to maintenance therapy in non-small cell lung cancer, only a minority of applicable patients currently receive this therapy in their treatment. Substantial amount of enthusiasm surrounds the new information on the use of maintenance therapy for advanced non-small cell lung cancer presented at the American Society of Clinical Oncology. This will result in an estimated 40% increase in use of maintenance therapy. Pemetrexed, also known as Alimta, appears the top choice. Alimta is marketed by Eli Lilly and Co. (lilly.com). Results show that 40% of physicians do not use maintenance therapy for advanced non-small cell lung cancer. In addition, more than one third of physicians use maintenance therapy for only a distinct minority of patients. Lastly, only about 10% of physicians regularly use maintenance therapy in non-small cell lung cancer.

Ulceration status of the primary lesion will become key differential factor driving the use of PEG-IFN-alpha-2b, which is a change in the area of advanced stage melanoma. Enthusiasm is building around Plexxikon Inc.'s (plexxikon.com) and Roche's (roche.com) BRAF inhibitor PLX4032, which is resulting in strong interest in clinical trial participation. Malignant melanoma is entering the age of targeted therapies through the use of screening for BRAF and KIT mutations, driving the selection of appropriate therapies.

Want access to all *Med Ad News* articles on PharmaLive.com?

You can access all premium content and more with a paid subscription to *Med Ad News* - providing you with a distinct knowledge advantage. [Click here](#) for details.

If you have a paid subscription, [click here](#) to login or register for access to premium content.

 [Printer Friendly Version](#)

[Want to use this article? Click here for options!](#)

Copyright © 2009 PharmaLive.com

[back to top..](#)

[about us](#) | [advertise](#) | [contact us](#) | [home](#)
[terms of use](#) | [privacy](#) | [copyright](#) | [site map](#)

©2009 Canon Communications Pharmaceutical Media Group