Disease Intelligence
ThoughtLeader Insight

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MDoutlook Post-SABCS 2014 Syndicated *OncoPoll® Analysis Report*

Providing Timely Insight Into the Current Breast Cancer Landscape & the Impact of SABCS on Physician Awareness, Understanding & Clinical Utilization

125 Responses
Screened treaters of Breast Cancer

15 Countries
U.S.
EU5
Rest of Europe

Timely Intelligence	• Field work conducted immediately after SABCS (Dec 2014)
Current Breast Cancer Patient Populations	• Patient Volume Overview & by Country • Analysis of Patient Sub-types – HER2+ HR-, HER2+ HR+, HER- HR+, TN – Tested For & Diagnosed with BRCA1/2 Deficiency – Occurrence of Anemia During Treatment – Occurrence of Febrile Neutropenia
Clinical Assessment of New Agents:	• Abemaciclib, ANG1005, BMN673, Buparlisib, BYL719, Dalotuzumab, Ipatasrtib, MM-302, MPDL3280A, Olaparib, Palbociclib, Pembrolizumab, Taselisib • Overall & by Country
Post-SABCS Evaluation • Awareness • Clinical Assessment • Clinical Impact on Future Treatment Decisions	• Adjuvant Therapy: *NSABP B-36 Trial* • Metastatic Therapy: *BOLERO-1 Trial* • Metastatic Therapy: *TNT Trial* • Supportive Care: EPO *NCT00338286 Study* • Supportive Care: *Febrile Neutropenia (FN) In Breast Cancer – Use of biosimilars*

Full Report $4,500

Purchase price includes unlimited license to the report for your organization
Special pricing available for specific modules and/or questions.

For complete details or to order: info@mdoutlook.com l +1.404.496.4136

MD OUTLOOK | Disease Intelligence ThoughtLeader Insight

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Comprehensive Physician Survey Intelligence

MDoutlook specializes in directly engaging targeted physicians to quickly generate robust sample sizes and accurate aggregate analysis that covers a wide range of issues critical to your intelligence needs

- Current utilization of Dx / Rx – by stage, line, etc
- Drivers, barriers and attitudes towards current Dx / Rx
- Market sizing and access
- Awareness and potential impact of pipeline Dx / Rx
- Clinical development impact analysis
  - New product approvals
  - Conference / data announcements
  - Label changes, availability issues, product recalls
- Clinical trends over time
- Chart pulls
- Gap analysis and needs assessments
- Pre-Advisory Board issue identification
- Message testing

Methodology

MDoutlook owns a proprietary global cancer treater panel built on a database of:

- 80,000+ multi-disciplinary cancer treaters
  - 46,000+ U.S., 28,000+ Europe & 6,000+ ROW –
  - Includes over 6,500 identified cancer ThoughtLeaders

MDoutlook physicians are profiled by geographic location, medical specialty, areas of clinical interest / patient volume and practice setting (academic & community). This database is updated & validated on an on-going basis throughout the year.

Targeted survey respondents are screened and recruited to ensure returns from a statistically relevant percentage of the specific disease treater universe. Screener criteria typically include: minimum level of target disease patient flow, community & academic practice settings, etc.

Physicians are incentivized to participate in MDoutlook disease intelligence activities via established & guidelines compliant “Fee for Service” / Honoria.

Each physician submits their survey responses using the secure MDoutlook on-line data capture system. Raw data is captured in real-time as submitted. Response results are blinded and all data is de-identified and aggregated to protect the confidentiality and privacy of respondents.

Final Analysis Report include executive summary, detailed findings, recommendations and conclusions prepared by MDoutlook staff MD / PhD level medical experts.

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