

Oncology Market Tracker

Patient record study delivering valuable insights for brand management

At a glance

- Specifically designed for oncology, hematology, and rare disease markets
- Robust data
- Representative of country-specific disease management
- Offers both breadth (overview of disease management) and depth (detailed information per patient subsegment with full treatment history)
- Customizable and flexible
- Managed by a team with 25+ years of therapeutic and methodological experience

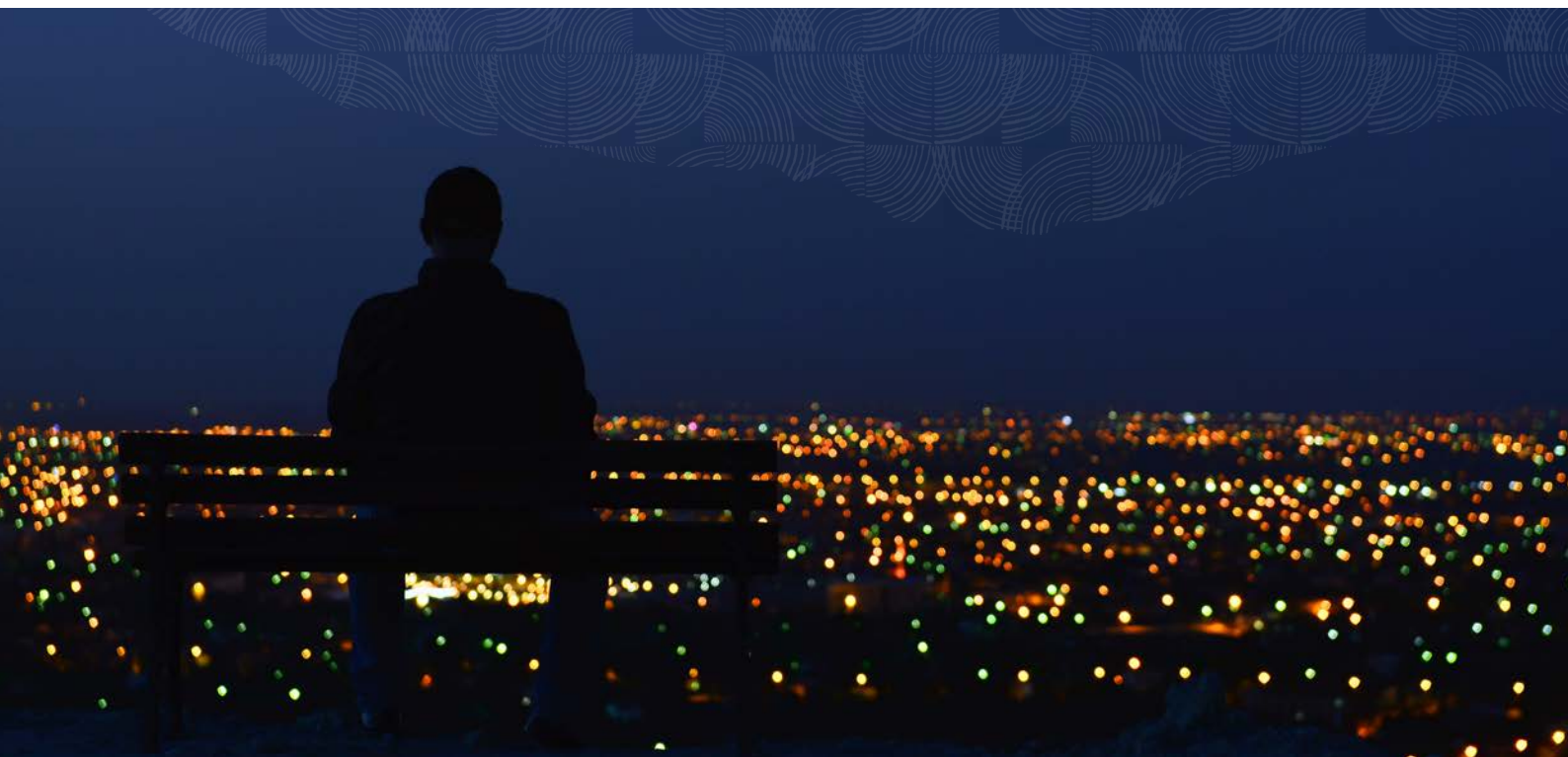
Oracle Life Sciences' Oncology Market Tracker (OMT) provides unique insight and robust data to answer some of the toughest brand questions. OMT is a powerful approach that can "zoom in" on any cancer subsegment to optimize the success of anticancer drugs – whether they are in the pipeline or on the market. Created to help meet the challenges of selling into today's fragmented oncology and hematology market, it provides a close-up look at any patient segment or indication.

OMT is a proprietary observational custom study using patient record forms designed specifically for oncology, hematology, and rare diseases to accurately measure and track treatment patterns and market share, treatment sequencing, and patient characteristics down to specific patient subsegments.

OMT is a custom approach that can be applied in most markets.

The country-specific sample design can assess diverse treatment approaches across healthcare settings and patient profiles within each country, while generating comparable, insightful cross-country analyses.

Pharmaceutical companies need robust, reliable data on segments of ever reduced size, with the ability to put these small segments in the context of the overall indication. OMT delivers actionable insights to help pharmaceutical companies make strategic decisions regarding brand positioning and communication.



Robust. Flexible. Projectable.

Core offer:

Treatment patterns	Track brand performance by agent and by regimen in terms of market share versus competition by line of therapy and by patient subsegments
Treatment algorithms	Understand and measure treatment sequencing across lines of therapy in a particular disease or cancer indication
Patient profiles	Identify the clinical characteristics of patients receiving a specific product or regimen versus the competition

Optional modules

Treatment details	Product dosage, frequency of administration, schedule, etc.
Treatment duration	Measure in real life the actual duration of treatment or number of administrations of a specific product, including treatment breaks, reasons for ending treatment and best response obtained. Analyzed according to line of treatment, by product and by reason for ending treatment.
Forecast	Simulate the market shares of a new product before launch, by line of therapy, and by patient profile
ATU	Attitudinal questionnaire added to core OMT module to understand brand perception. Allows powerful cross-analyses between physicians' prescribing behaviors and attitudes.

About Oracle Life Sciences

Oracle Life Sciences is a leader in cloud technology, pharmaceutical research, and consulting, trusted globally by professionals in both large and emerging companies engaged in clinical research and pharmacovigilance, throughout the therapeutic development lifecycle, including pre- and post-drug launch activities. With more than 20 years' experience, Oracle Life Sciences is committed to supporting clinical development and leveraging real-world evidence to deliver innovation and accelerate advancements – empowering the Life Sciences industry to improve patient outcomes. Learn more at oracle.com/lifesciences

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