

oncology practice

The Need for Expertise

Oncology is the fastest growing therapeutic category within the pharmaceutical and biotechnology industries. Currently, about 750 compounds are in development and the global cancer therapy market is expected to grow at up to three times the rate of the overall industry over the next several years.



This growth opportunity also presents unique challenges. The proliferation of so many new therapies (many of which share common molecular pathways and target the same tumors) means the oncology market will become increasingly competitive. Payors and government regulators are demanding that costly new products demonstrate clear-cut advantages over existing therapies. At the same time, many pharmaceutical/biotech companies are confronting budget cuts and market researchers need to accomplish more with fewer resources.

Market researchers and brand teams will need to most effectively position their products with limited resources. To do this in oncology calls for particular expertise from a dedicated group of specialists.

To serve your need for expertise in oncology, Psyma International has created a dedicated Oncology Practice, led by industry veterans.

Our Approach

- **In-house Oncology Expertise with Global Reach:** Our Global Oncology Practice works through our offices in the US, Europe, Asia and Latin America to ensure that your critical business issues are addressed with consistently high quality. Our knowledge of treatment and reimbursement patterns around the world allows for a global perspective, combined with local expertise.
- **Qualitative research conducted by in-house professionals with a focus in oncology:** We have the resources in-house to carry out any qualitative market research assignments in the US, Europe, Latin American and Asian markets
- **Personal attention by experienced professionals throughout the research process:** Psyma International does not employ salespeople. Senior-level market researchers work directly with you from start to finish to ensure that all of your critical business issues are addressed, using the correct methodology. Our Oncology Practice Leaders personally oversee each project.

Oncology Expertise in:

SOLID TUMORS

- Breast cancer
- Colorectal cancer
- Gastric cancer
- Gliomas
- Hepatocellular carcinoma
- Malignant melanoma
- Non-small cell lung cancer
- Ovarian cancer
- Pancreatic cancer
- Prostate cancer
- Renal cell carcinoma

LIQUID TUMORS

- Acute leukemias (ALL, AML)
- Chronic leukemias (CLL, CML)
- Multiple myeloma
- Myelodysplastic syndrome
- Non-Hodgkin's Lymphoma

SUPPORTIVE CARE

- Anemia
- Anti-emetics
- Bone metastases
- Dermatologic
- Pain management
- WBC support

REIMBURSEMENT & PRICING

PATIENTS WITH CANCER

**WHEN
GLOBAL EXPERTISE MATTERS
IN MARKETING RESEARCH**

offices in WESTERN & EASTERN EUROPE • ASIA • USA • LATIN AMERICA

Psyma International • PHONE 610-992-0900 • EMAIL info@psyma-usa.com • URL www.psyma-usa.com

Audience and Clinical Setting Expertise

Psyma International has successfully conducted numerous studies with a wide range of healthcare professionals involved in the care of patients with cancer:

- Medical oncologists
- Hematologist/oncologist
- Hematologists
- Key opinion leaders
- Oncology nurses
- Pharmacists
- Payor decision makers
- Patients



Methodological Expertise

Psyma International offers a variety of approaches that are tailored to meet your research objectives:

Qualitative: online, via telephone or in-person

- In-depth, one-on-one interviews, tele-depth interviews, focus groups, ethnography/observational research

Quantitative: online or via telephone

- Advanced analytics in support of Forecasting, Pricing, Positioning (e.g., conjoint, segmentation utilizing Bayesian and Latent Class analysis) and Longitudinal Tracking (i.e., ATUs)

Psyma Background in Healthcare

- The Psyma Group has been dedicated to primary marketing research since 1957 and currently has operations in North America, Latin America, Europe and Asia
- Our first healthcare division was established in 1965 in Europe and quickly broadened to offer global strategic services. Our US-based healthcare division was founded in 1997 to offer both global and domestic research services to our clients
- Our global healthcare team is comprised of highly experienced and specialized consultants, dedicated to meeting your most challenging custom qualitative and quantitative research needs
- Our extensive client list includes most of the world's leading pharmaceutical and biotech firms

Contact

Najada Mandi, Oncology Practice Leader, US office
najada.mandi@psyma-usa.com

Monika Lommer, Senior Consultant, European office
monika.lommer@psyma.com

**WHEN
 GLOBAL EXPERTISE MATTERS
 IN MARKETING RESEARCH**

offices in WESTERN & EASTERN EUROPE • ASIA • USA • LATIN AMERICA

Psyma International • PHONE 610-992-0900 • EMAIL info@psyma-usa.com • URL www.psyma-usa.com