

# Oncology Research

## Case Study



The facts are telling: By 2009, the \$55 billion oncology market will outpace, in terms of outright sales value, all other therapeutic areas. Today, there are more products in the oncology development pipeline than in any other, with more than four dozen new oncology products set to launch within the next five years. New players are entering the market. Established pharmaceutical companies are reengineering themselves in order to tap into emerging opportunities



### Understanding the Patient Journey

IMS provide specialist consulting services for the Global Health Sector, from the earliest stages of research and development through product launch, product maturation and patent expiration. iReach Market Research ran a qualitative study of Consultant Oncologists and Chief Pharmacists for IMS to analyse the use of Oncology testing products in Ireland.

### iReach Methodology

Targeted Treatments can be more costly to test for markers, but once the cancer is identified the chance of treatment success is higher than more general treatments, so can be more cost effective longer term. For this particular project, we wanted to identify if such a new targeted treatment was available, would budget pressures reduce the likelihood of such treatments being selected due to the perceived high cost of the associated marker test.

We interviewed Consultant Oncologists and a number of Chief Pharmacists across a selected range of hospitals in Ireland to understand how a Consultant Oncologist might decide to use a new or specific cancer marker test and then how does the Chief Pharmacist fund such a test. If a new test marker is launched, what are the steps in getting approval for such a test (similar to the HER2 Test) as well as obtaining budget for a new market and associated treatment.

### Project Summary-

iReach moderators ran In-depth Interviews (IDIs) with Consultant Oncologists and Chief Pharmacists residing in Cancer Specialists Units nationwide to understand use of markers for testing and targeted cancer treatments to help IMS in New Product Development (NPD) strategy.

### Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.



Online Surveys



Online Focus Groups



Ad Testing



Specialist Panels