

# Go Beyond Research to Seize Oncology Opportunities



## Beyond the Data

Whether seen through a clinical, business or biochemical lens, drug development in oncology is marked by daunting complexity — from the molecules themselves to treatment algorithms, patient characteristics and global market dynamics. Anyone responsible for bringing a new oncology drug to market must have a command of all the nuances to succeed. In this context, market research alone isn't enough. You need to engage all the resources available to you — not just research methodologies, but market insights and knowledge of clinical and regulatory developments. We go beyond the data to help you structure a complete development strategy. That's the difference between market research and market intelligence. And it's how we help companies make better decisions faster — so patients can benefit from new treatments sooner.

This is part of the full range of consulting solutions Quintiles has employed in every one of the oncology engagements we've worked on. We help biopharma companies get a 360-degree view of their challenges and opportunities, built on clinical, technical and industry insights. Clients come to us when they want intelligence that is broader, deeper and fully integrated.

## The Oncology Difference

New oncology products are released into a volatile environment. How will yours stand out? How will the competition react to beat you to the opportunity? You need to see the full context in which your product will be expected to perform — and not just the market context. Treatment strategies, clinical processes and broader industry trends also come into play.

For instance, when it comes to therapy selections today, oncologists are thinking beyond their patients' treatment priorities. They are focusing on new considerations — such as the molecular makeup of their patients' tumors. How does this emerging trend affect your product strategy? And how are you prioritizing indications that should be pursued for new inhibitors based on what doctors and nurses are encountering all over the world?

Thinking about your product in dimensions like these may add new wrinkles to your strategy, but they can make all the difference for an oncology product. It takes a whole-industry perspective to get the insights you need to stay ahead of the competition.

## Bringing Every Facet into Focus



## How Quintiles Helps You See Further

Our reach extends throughout oncology. We help companies understand all the scientific, clinical, pragmatic and regulatory issues that influence global oncology markets today and set a course of action built on these insights.

Together, we have ready access to leading experts in oncology, practitioners who are working on the front lines of cancer treatment every day, clinical oncologists who supervise trials — a full range of stakeholders whose opinions matter in the world of oncology. And with more than 160 projects completed in the last five years spanning approximately 50 indications, we have the perspective to keep your project on the right track — especially when it comes to early-stage development strategies.

The result? An oncology-focused team that gives you access to the research findings and the context you need to make informed, timely decisions. Armed with our market intelligence, you can:

### See the Full Picture

When we develop research findings, we're able to help you understand your opportunities and challenges from multiple angles. We know how clinicians and patients think, based on our extensive direct research with a wide range of both groups. We monitor and absorb the latest clinical literature and participate in oncology conferences. Quintiles offers a full range of market access solutions and has substantial front-line experience analyzing the pharmacoeconomics of oncology agents and markets. In short, we filter and assess the myriad factors that influence your project, so you can clearly see where and how your product can succeed in the marketplace.

## Navigate Global Markets

Cancer is managed differently around the world — and global markets are clamoring for the latest oncology treatments. Drug developers today need to be able to negotiate the unfamiliar territory of global healthcare. Having conducted extensive primary research in major foreign markets, we can help you explore global opportunities, even in emerging regions. With access to Quintiles' clinical experts in more than 50 countries worldwide, we can tap into their local knowledge about healthcare systems and potential market research respondents.

## Transform Data into Insight

Oncology initiatives generate massive amounts of data. Managing your data in a way that delivers actionable insights can give you a definite competitive advantage. With innovative research tools like Provenance®, our sophisticated data viewing and modeling software designed for the challenges of large datasets, we can weigh and clearly visualize hundreds of variables and their interrelationships simultaneously.

## Look Beyond the Research with Quintiles

No matter where you are in the product development process, we can help. We approach research and analysis with a wealth of industry and clinical knowledge to deliver a full picture of your product's potential. So you can see not only where your product fits in the market now, but also where it can go and how to best position it for the future.

If you're ready to put market intelligence to work for you, please contact us.

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