



Ipsos Healthcare
The Healthcare Research Specialists

Oncology Molecular Diagnostics Monitor

Objective

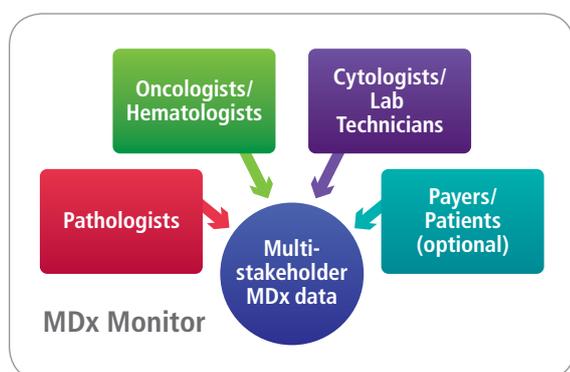
As part of our suite of Molecular Diagnostics Monitors, the Oncology Molecular Diagnostics Monitor aims to provide a complete understanding of the trends, drivers and barriers within the molecular diagnostics landscape, and how they impact diagnosis, management and treatment. It has been designed to complement the Global Oncology Monitor, and is an integral part of our Oncology Portfolio.



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Multi-Stakeholder Approach



Oncology Monitor

- Testing rates
- Patient segmentation
- Use of targeted therapies by sub-segment

Complete MDx Insights

- Usage and attitudes towards MDx tests
- Understanding of decision-making process and logistics, from diagnosis through to prognosis, drug selection and Tx monitoring
- Barriers to testing and interpretation
- Mkt share by test type, methodology and developer/brand
- Impact of testing on drug shares
- Payer restrictions and requirements for reimbursement

Key Benefits

- Global Coverage, Local Insight
- Oncology Expertise
- Access and Experience with all stakeholders
- Integral part of our Oncology Portfolio
- Tracking the impact of new market events

Contact

For more information about the Oncology Molecular Diagnostics Monitor, please contact:

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About Ipsos Healthcare

Ipsos Healthcare is a global business focusing on research in the pharmaceutical, bio-tech, and medical device markets. It is also the leading provider of global syndicated patient chart studies covering over 20 different disease areas in over 20 countries. Operating in over 40 countries, the team of 600 healthcare market researcher experts, marketers and client-side brand-builders focus on delivering outcome-oriented research for its' clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programs to evaluate motivations, experiences, interactions and influence of stakeholders forming the multi-customer markets which increasingly drive business success in the healthcare industry.