

DRUG MARKET INSIGHTS

MarketTREND

Better understand highly competitive, dynamic oncology markets and new drug classes

Understanding drug trends and market usage is essential to being competitive in the oncology drug market. MarketTREND arms you with hands-on access to analytics that give you timely insights into drug performance and market share, specific to your drug's tumor type and/or drug class.

By aggregating real-world treatment data from community-based private oncology practices, MarketTREND equips you with insights into new potential markets for your commercial product or pipeline of products. This direct access to the full competitive context of usage within a market can be leveraged to understand potential product adoption and on-going utilization dynamics.



Key Benefits

- Leverage insights into **patient volume or tumor-specific market share** within community-based oncology practices
- Retrieve flexible and timely information, such as **weekly trends**, in exportable views
- Access to **real-time line of sight** into rapidly changing markets
- Track overall market shares and new patient starts for **early insight into treatment pattern changes**
- Utilize customizable graphical output that can be used to **answer key business questions**

Types of Insights:

- Solid and hematologic tumor market views/segments and comparison of total treatment share vs. new patient starts
- Drug classes, such as Tyrosine kinase inhibitors (TKIs), PARP inhibitors, and PD-1/L1s
- Flexible timeframe and specific use by line of therapy queries available