

Gain insight into the oncology market

→ Navigate the complex expert, patient, and payors landscapes

Definitive Healthcare Solutions for Biopharma help companies get their treatments to the patients who need them with up-to-date, on-demand intelligence about the oncology market. With our healthcare commercial intelligence, you can identify treatment-ready patients, develop relationships with key scientific and medical experts, and maximize the impact of your promotional efforts.

→ Build strategy with market-level context and prescriber-level contacts

Get access to real-world medical and prescription claims data, industry-leading reference and affiliation data, advanced analytics, and professional services, so you can:

1

Improve market access: Gain insight into payor mix and patient distribution across various channels, specific subspecialties, and disease stage within the overall oncology market.

2

Build KOL relationships: Identify the most influential prescribers today as well as rising stars of tomorrow with insights into the industry activity and collaborations of almost 141k oncology KOLs.

3

Understand treatment pathways: Recognize when patients are progressing to other lines of therapy, the duration of treatment, and which prescribers are using treatments from your competition.

WITH DEFINITIVE HEALTHCARE, YOU CAN QUICKLY UNCOVER:



**Patient share in the KOLs
likely to drive change**

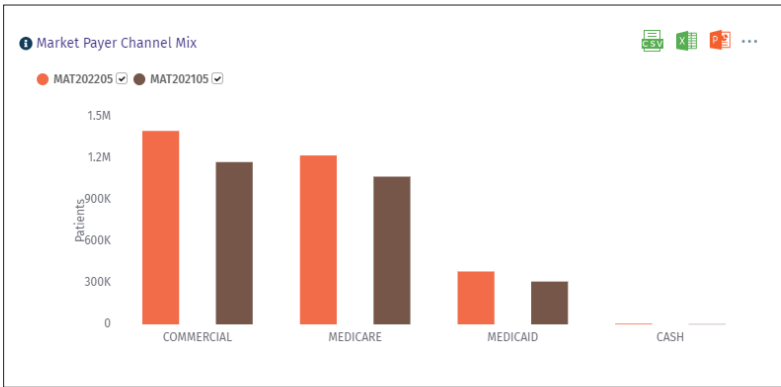


Monitor industry trends



**Patient pathways
through treatment**

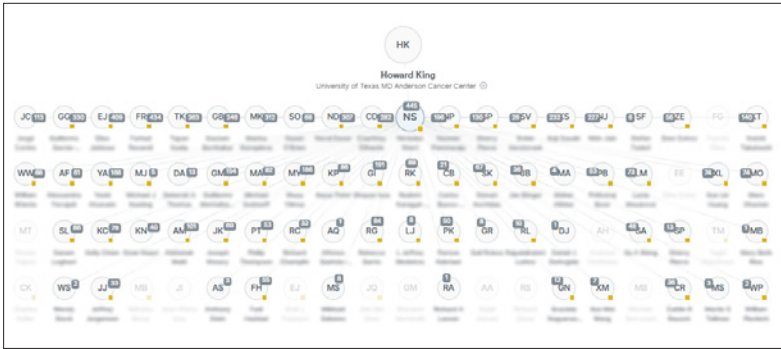
1 IMPROVE MARKET ACCESS



- What payor channels have the highest volume?
- Where is the most opportunity?
- What channels are showing growth or loss?

The image to the left is from the Market tab within Passport Express

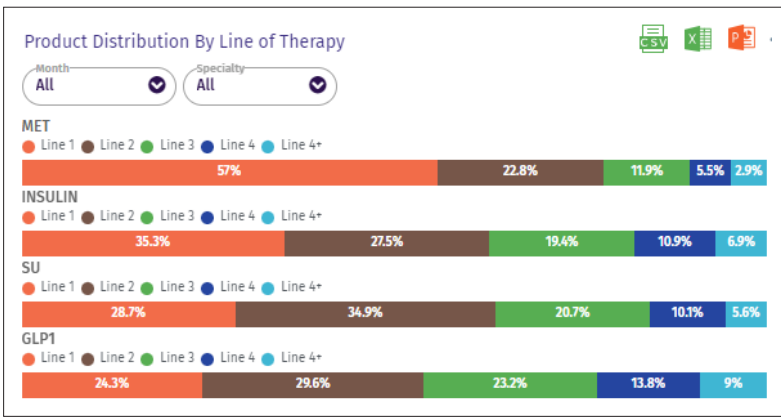
2 BUILD KOL RELATIONSHIPS



- Who are the most influential KOLs?
- Where are they located?
- What is their industry activity?

The image to the left is from the Monoclon ExpertInsight product

3 UNDERSTANDING TREATMENT PATHWAYS



- How many patients are progressing through therapy?
- How have those patients progressed?
- What product combinations or switches are occurring?

The image to the left is from the Opportunity Assessment module within Passport Planning & Performance

→ Learn how we can help you navigate the oncology market today!