

IQVIA Product Use by Tumour Type

Enhancing Canadian oncology insights through real-world, clinically accurate tumour specific intelligence for niche cancer types through IQVIA's Tumour Type Index.

WHAT IS IQVIA PRODUCT USE BY TUMOUR TYPE?

IQVIA Product Use by Tumour Type is a high precision, fit-for-purpose, integrated oncology solution that will enable our clients to focus their business efforts directly on individual tumour types to further support market share and growth insights for their oncology brands. Driven by IQVIA's Community of Oncologists, data, and expertise in oncology, the solution links real world data with market performance to provide a full understanding of your and competitors' products performance, within and across all oncology indications.

WHY USE IQVIA PRODUCT USE BY TUMOUR TYPE?

- **Use precise and tailored analysis** to monitor oncology market trends and inform strategic planning
- Enrich IQVIA's existing proprietary data assets to **gain additional value** and support market share evaluation
- **Leverage an established and robust** solution
- **Gain expert advice and service** working directly with the IQVIA RWS oncology team, who can support the adoption and interpretation of results with on-demand service

WHERE CAN IQVIA USE BY TUMOUR TYPE BE USED?

Evaluating Potential

- What is the treatment landscape and dynamics, by tumour type?
- How is the future competitive landscape evolving?
- What is the evolving impact of immuno-oncology and targeted therapy?

Shaping the go-to-market strategy

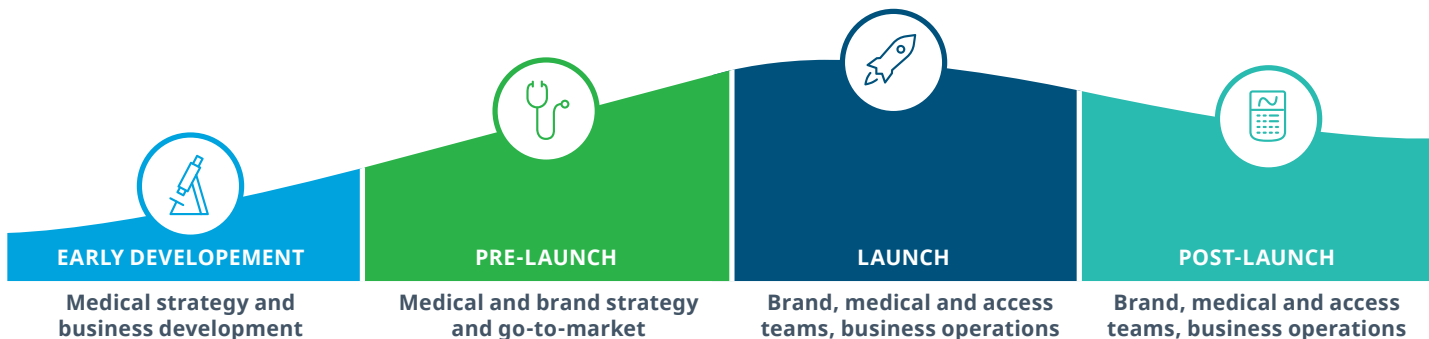
- Delivers robust and reliable data for brand and medical planning
- What are my competitors' market share in this tumour type?
- What is my new drug treatment value vs existing options?

Optimizing revenue through Real World Data

- What is my drug market share in a specific tumour type population?
- How is the competitive landscape evolving?
- What is the adoption of my brand by tumour type by region or patient subpopulation?

Monitoring new indication launches

- Monitor indication-specific product uptake
- Performance versus competition
- Manage cross-tumour type cannibalisation



KEY FEATURES

- Clinically validated insights using IQVIA's Oncology Patient Outcomes framework.
- Delivers the most precise volume and value of Oncology drug usage by tumour type.
- Provides full understanding of your and competitors' products performance, within and across all tumour types.

CONTACT US

To find out more about IQVIA Product Use by Tumour Types, Email CanadaInfo@iqvia.com

iqvia.com/canada