

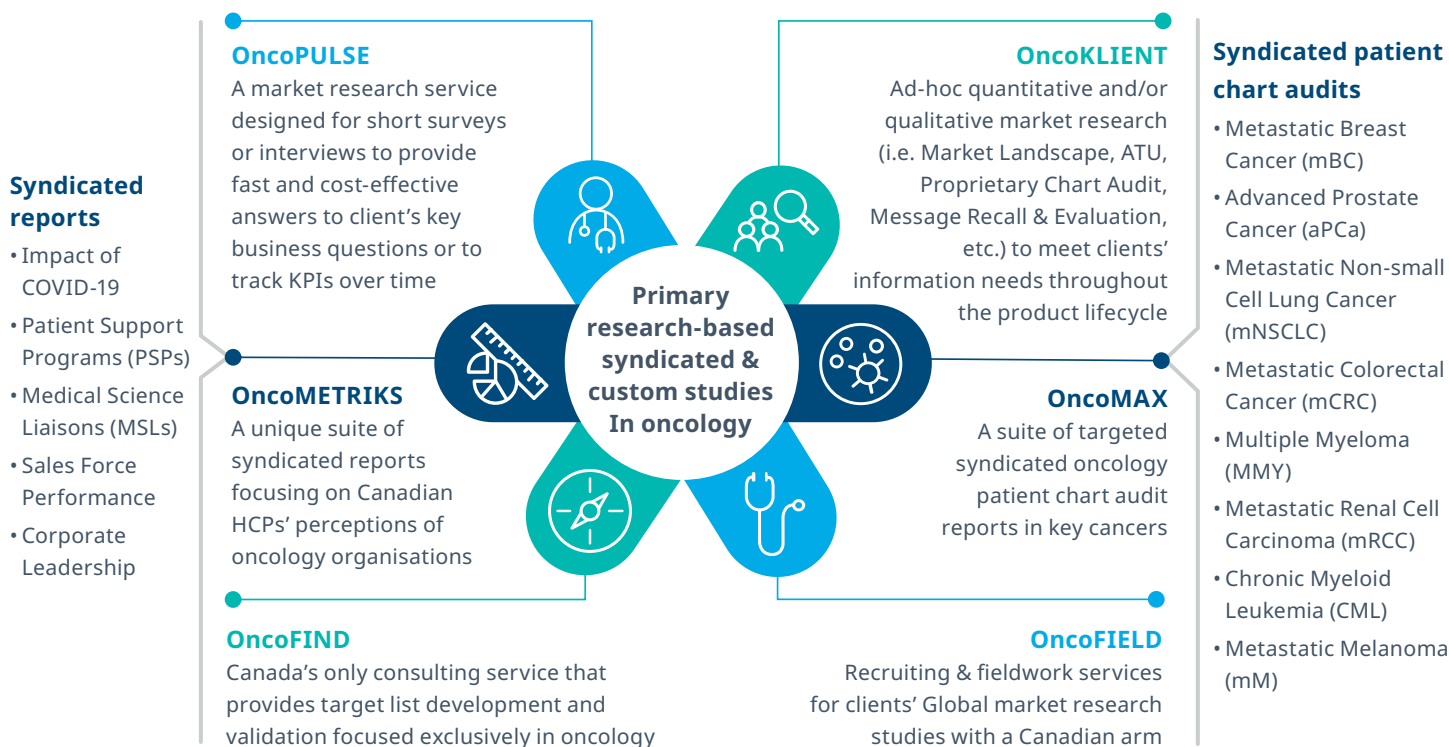
IQVIA's Oncology Insights

Supporting pharmaceutical, biotechnology and healthcare organizations in their oncology business needs, from late-stage development to post-launch and beyond, through primary market research

There are several healthcare market research agencies in Canada, but only Metrika, an IQVIA business, focuses 100% on oncology market research. Together with existing IQVIA oncology offerings, they form the Oncology, Real World Solutions business unit of IQVIA Canada, leveraging their complementary expertise to be the consulting point for unparalleled oncology insights.

IQVIA now owns the largest database of oncology HCPs in Canada, including medical oncologists, hematology oncologists and virtually all other specialists dealing with cancer and cancer-related conditions. The database includes representation from academic and community hospitals in all regions, allowing us to reach the most robust and relevant samples in oncology market research.

PORTFOLIO OF SERVICES

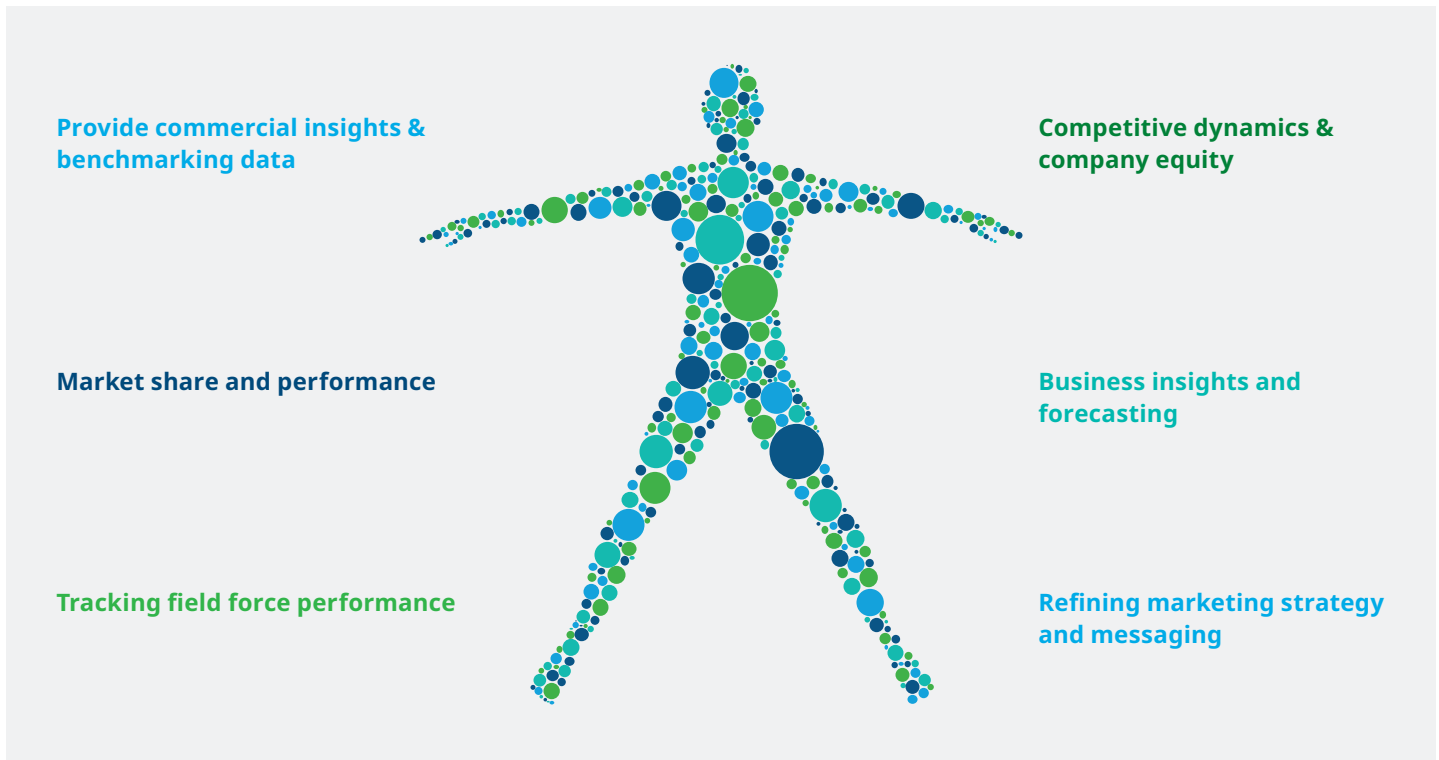


OncoPULSE, OncoKLIENT, OncoMETRIKS, OncoMAX, OncoFIND, and OncoFIELD are services of Metrika, an IQVIA business.

KEY DIFFERENTIATORS

Proprietary Database		<ul style="list-style-type: none">• Coverage of 100% of cancer centres across Canada• Track record of achieving unsurpassed sample sizes• Considered by oncologists to be the leading market research agency and their preferred survey company
Top People		<ul style="list-style-type: none">• Dedicated experts in oncology market research, experienced in survey design, recruitment, interviewing, analysis, and interpretation• 20 years average experience in oncology market research
Unique portfolio of services		<ul style="list-style-type: none">• Clients include most Canadian pharma and biotechnology companies with a stake in oncology• Both qualitative and quantitative capabilities• Syndicated and custom market research and consulting services

PRIMARY APPLICATIONS



Contact IQVIA to learn how we help Canadian Life Science companies in the oncology sector answer their critical business questions and discover why we are significantly different in oncology market research.



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