

Syndicated Reports on Key Topics in Oncology

OncoMETRIKS, a product of Metrika, an IQVIA business, reports on Canadian Oncology HCPs' perceptions of oncology organizations and the oncology landscape

Today's oncology market is increasingly fast paced, complex, and competitive. Decision makers have a challenge maintaining an understanding of the dynamics across a variety of topics and issues. For new entrants into the Canadian market, that challenge is even greater.

OncoMETRIKS reports portray the current perceptions of oncologists on non-therapeutic but critical components of any oncology organization.

OncoMETRIKS is an indispensable tool to benchmark against the leaders in the industry and to direct competitors. These reports have been helping oncology executives make critical decisions around strategies, resource allocation and engagement with oncology HCPs since 2015.



FEATURES

- Most reports are based on feedback from 100 cancer-treating physicians across Canada
- Consist of 100+ pages of charts and tables with industry-level insights
- Provide detailed profiles of up to 25 pharmaceutical companies

SYNDICATED REPORTS ARE AVAILABLE FOCUSING ON THE FOLLOWING TOPICS

Patient Support Programs (PSPs)

Gain insight into which PSPs are viewed as "the best" by oncology stakeholders and how to make sure your PSP meets the needs of cancer patients and HCPs.

Impact of COVID-19

Learn about oncologists' perspectives on "the new normal" for their oncology practices, care of cancer patients, and interactions and expectations for pharma through 2023.



Sales Force Performance

Understand the value that sales representatives bring to oncologists, and the unique characteristics that distinguish the top sales forces in oncology.

Corporate Leadership

Determine where your company stands, how it fares against competitors, and how the industry is evolving with this "must-have" report, widely used as the benchmark for current and emerging Canadian oncology companies.

Medical Science Liaisons (MSLs)

Find out how oncology MSLs add value to oncology practices, physicians' perceptions of the MSL role, and best practices of engagement by leading oncology MSLs.

Contact IQVIA today to learn more about syndicated and custom reports on oncology topics and issues.

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