



IMS Oncology Analyzer



For Insights into the Oncology Market, Come to IMS Japan

Data

According to the MHLW, Cancer has ranked number one in causes of death in Japan since 1981 – with more than 304,000 people dying from this devastating disease in 2002 alone. At an estimated ¥2 trillion annually (National Medical Care expenditure, 2000), treatment costs for cancer represent a considerable amount of overall medical care expenses in Japan today.

Insights

To better understand all the dynamics behind cancer treatment and effectively conquer this deadly and costly disease, **IMS Japan is pleased to offer the IMS Oncology Analyzer**, one of the most comprehensive sources of oncology market information available in the industry today!

Results



Key Information

Updated quarterly, the **IMS Oncology Analyzer** will capture 10,000 anonymous patient case histories from more than 1,000 Japanese cancer specialists and physicians involved in the treatment of cancers within hospitals a year. With detailed information captured on all current therapy being received by patients, plus all treatments ever received since first diagnoses, this Analyzer enables users to analyze indications by stage and line of therapy...as well as treatment by specialty.

The **IMS Oncology Analyzer** will be delivered in an easy to use Graphical User Interface (GUI), providing quick access to the following examples of typical key insights:

- > What products are being used for what indications? (By key cancer types and ICD10 codes)
- > What is the market size for specific cancers/tumor types?
- > Comparative drug utilization and regimens by patient group segments
- > Concomitant treatments and therapy choices, including radiotherapy and surgery plus supportive drug therapy such as anti-emetics, analgesics and anti-infectives
- > What is the estimated cash value of cytotoxic or hormonal drug treatments?

Specialties Covered

Most of the following specialties are covered in this Analyzer

Key: Medical Oncology, Haematology, Clinical Oncology

Surgical: Urology, Gynaecology, Gen. Surgery, ENT, Orthopaedics

Medical Specialties: Gen. Medicine, Chest Physicians, Gastro-enterologists

With physician information collected on:

- Specialty
- Number of years in oncology
- Area of cancer specialization
- Age bands
- Region
- Hospital type and size...

Contact Us Today

With over 20 million reported cancer patients in Japan, North America, and Europe and 10 million new cases diagnosed each year – critical insights into understanding this devastating disease – both here and abroad – are important ... for all of us.

To learn more about the **IMS Oncology Analyzer**, give us a call at: 03-3481-9644(5) or visit our Web site at: www.imsoncology.com.

IMS International Oncology Analyzer

The **IMS Oncology Analyzer** is part of an IMS global solution – with robust patient case histories also available from cancer specialists in France, Germany, Italy, Spain, the UK and the US. This comprehensive view of the cancer market enables users not only to understand cancer treatment dynamics in Japan – but to more broadly evaluate and analyze those treatment trends within a global framework. Nowhere else can users gain access to such a robust source of global cancer insights.

Ad-hoc International Oncology Studies

Clients interested in more customized studies from the **IMS International Oncology Analyzer** can also receive deeper insights into areas such as:

- Market understanding and defining opportunities
- Concept testing and brand building
- Post-launch tracking and benchmarking

Who Will This Analyzer Help

- Market research professionals
- Product managers
- R&D departments

...In their pre-launch, post-launch and on-going market planning processes