



# Supportive Care Perspectives™ for the U.S. Cancer Market 2006, 3rd Edition

*The comprehensive review  
of supportive care in the U.S. cancer marketplace*

## Supportive Care Perspectives™

An exceptional, comprehensive review of supportive care in the U.S. cancer marketplace, offering key and invaluable information about this large and growing market segment.

Provides robust information through detailed profiles of 15 supportive care conditions related to cancer treatment, symptomology, disease progression.

## Report Contents

- 15 Condition Modules—Detailed profiles of each study condition will include:
  - Condition Background: definition, etiology, pathophysiology
  - Patient Metrics: incidence and frequency of occurrence, prevalence by cancer and stage
  - Treatment Architecture: symptomology, assessment criteria, current management (products and/or classes), percent treated, treatment setting and delivery issues
  - Emerging Products: products in development and those recently launched
  - Commercial Perspectives: quantification of current market size and projections to 2015, summary of market by cancer, pricing and reimbursement issues
- Summary—Comparative tables and charts from modules

## Methodology

The DaVinci team will use a variety of techniques and methods to complete this report including:

- Attendance and literature review from 2006 ASCO Annual Meeting, 2006 MASCC Supportive Care Meeting, and other appropriate symposia
- Utilization of DaVinci's cancer epidemiology database
- Interviews with experts and key healthcare providers
- Surveys of practicing radiation oncologists, medical oncologists, hematologists, and urologists
- Input from key industry personnel
- Quantitative and qualitative techniques for analyzing and interpreting data and developing forecasts

## Key Supportive Care Modules

For ten conditions, DaVinci provides detailed modules including Background, Patient Metrics, Treatment Architecture, Emerging Products, and Commercial Perspectives.

- Myelosuppression
  - Anemia
  - Neutropenia
  - Thrombocytopenia
- Gastrointestinal Issues
  - Xerostomia
  - Mucositis
  - Nausea & Vomiting
- Symptomology
  - DVT/Thrombosis
  - Hypercalcemia
- Metastatic Disease
  - Bone metastases
  - Brain metastases

## Supportive Care Briefings

For five conditions, DaVinci provides simple briefings that cover disease Background, Patient Metrics, an overview of therapy management, and a briefing on Emerging Products.

- Gastrointestinal Issues
  - Anorexia/Cachexia
- Symptomology
  - Neuropathy
  - Pain
- Metastatic Disease
  - Liver metastases
  - Lung Metastases

## Benefits

Marketing personnel, business development, strategic planning, and market researchers will find this report invaluable for qualitative and quantitative assessment of the current and future supportive care cancer market:

- Increase your awareness of physician opinions
- Lower risk of forecast error with increased data granularity
- Apply our independent assessments to validate or challenge in-house assumptions
- Tap the expertise of dedicated DaVinci consultants

## Timeline

Project initiated January 2006, published October 2006.

## Price

\$45,000 (see reply form on reverse side)

DaVinci's Perspectives™ reports provide clients with unparalleled assessments of specific cancer markets. We strive to provide our clients with leading edge information and tools for successfully building their franchises in highly competitive markets. For Pricing Information, contact:

DaVinci Oncology Specialists, The Mattson Jack Group, Inc.

Telephone: (650) 212-7010 Facsimile: (650) 212-7010

[dllloydfell@mattsonjack.com](mailto:dllloydfell@mattsonjack.com) [sclark@mattsonjack.com](mailto:sclark@mattsonjack.com) [ihicks@mattsonjack.com](mailto:ihicks@mattsonjack.com) [info@mattsonjack.com](mailto:info@mattsonjack.com)



ORDER FORM

**Supportive Care Perspectives™  
for the U.S. Cancer Market**

2006, 3rd Edition

Prices as of January 1, 2006 and are subject to change

Description	Price	TOTAL
Supportive Care Perspectives™ for the U.S. Cancer Market, 2006, 3rd edition <b>FULL SUBSCRIPTION</b>	\$45,000	
Supportive Care Module: <b>Myelosuppression</b>	\$22,500	
Supportive Care Module: <b>Symptomology</b>	\$15,000	
Supportive Care Module: <b>Gastrointestinal</b>	\$22,500	
Supportive Care Module: <b>Metastatic Diseases</b>	\$22,500	
Each Additional Copy: _____ Supportive Care Perspectives™ for the U.S. Cancer Market	\$4,000	
<b>DISCOUNT</b> for existing clients of Supportive Care Perspectives™ U.S. 2004 or 2005	<b>(\$5,000)</b>	<b>(\$5,000)</b>
	<b>SUBTOTAL</b>	
	<b>Sales Tax</b>	
	<b>TOTAL</b>	

Applicable sales tax will be charged on the Total Purchase Price for purchasers located in AZ, CA, KS, MO, NJ and PA; All others see Agreement below

Full subscriptions to **the above syndicated report** include:

- Three (3) CD-ROMs
- Three (3) paper copies of each report
- 8 hours of inquiry time for each full subscription purchased

**Please complete your contact information and sign below:** (DaVinci will accept up to two (2) shipping addresses)

<input type="checkbox"/> Invoicing <input type="checkbox"/> Shipping    Number of copies _____ of 2 Name: _____ Title: _____ Company: _____ Department: _____ Mailing Address: _____ _____ City/State/Zip Code: _____ Phone: (____) _____ Fax: (____) _____ Email address: _____	<input type="checkbox"/> Invoicing <input type="checkbox"/> Shipping    Number of copies _____ of 2 Name: _____ Title: _____ Company: _____ Department: _____ Mailing Address: _____ _____ City/State/Zip Code: _____ Phone: (____) _____ Fax: (____) _____ Email address: _____
---	---

**PURCHASE AGREEMENT**

By signing below, I acknowledge that I have read and agreed to the following terms:

- Payments are due upon receipt of the invoice. An 18% per annum interest rate shall be charged against the unpaid balance of invoices past due 30 days from the date of the invoice.
- DaVinci reserves the right to assess a sales tax if state or local tax authorities require this.
- DaVinci's syndicated reports are for the sole use of subscribing companies and their wholly-owned subsidiaries, and I agree to protect the confidential nature of the reports.

**INVOICING INSTRUCTIONS**

Please invoice my company for \$ \_\_\_\_\_

Purchase Order No.: \_\_\_\_\_

**Special instructions:** \_\_\_\_\_

<p align="center"><b>CONTACT INFORMATION</b>  <b>DaVinci Oncology Specialists</b>  <b>The Oncology Center of Excellence for</b>  <b>The Mattson Jack Group, Inc.</b></p> <p>Telephone: (650) 212 7010    Facsimile: (650) 212 7011                  URL: <a href="http://www.mattsonjack.com">http://www.mattsonjack.com</a>                  Tax ID Number: 943317392</p>
--

Signature \_\_\_\_\_ Date \_\_\_\_\_