



Clinical Insight for Cancer Care in China

Access to healthcare in China has improved significantly over the last two decades as the country has undergone dramatic economic development. Understanding the demographics, lifestyle shift, increased access to healthcare, and current standards of care is imperative for supporting strategic commercialization decisions in China's dynamic and emerging oncology care market.

CancerMPact® Treatment Architecture China 2009 is a clinically rich multiclient report that focuses on the largest tumor types in China. The reports cover an in-depth analysis of treatment and drug utilization and provide an assessment of current clinical management of cancer by stage for all treatment modalities, including chemotherapy. The tumor-type reports are freestanding and include:

Colorectal cancer	Esophageal cancer
Gastric cancer	Hepatocellular carcinoma
Non-small cell lung cancer	

Supports Actionable Decision-Making in the Chinese Pharma Market

CancerMPact® Treatment Architecture China 2009 gives pharmaceutical companies the clinical depth and insight to support actionable decisions and provide the basis to:

- Plan product positioning and take advantage of a dynamic market on the verge of introducing universal healthcare coverage
- Produce more accurate market assessments, leading to targeted sales approaches
- Set a strategy to capitalize on opportunities, such as where to introduce new therapeutic regimens
- Gain perspective on targeted audiences regarding whom they treat and how they treat them
- Compare treatment modalities across China, the U.S., and Japan

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Competitive Research and Analysis

Each report includes robust primary research combined with rigorous secondary data. In-depth, one-on-one, native-language interviews are conducted with a substantial number of practicing physicians for each tumor type. The results are combined with well-documented academic research with clinical implications. The reports are designed so that the structure is the same as other countries* to facilitate comparable global analysis. In addition, the reports include treatment flow graphics, detailed clinical algorithms, and an overview of the Chinese healthcare system.

*The United States, Western Europe (France, Germany, Italy, Spain, the UK), and Japan.

Stay ahead of the Competition with CancerMPact®

CancerMPact® is the global oncology resource to provide you with all aspects of strategic planning, market analysis, and identification of commercial opportunities. It contains four web-based integrated modules – Patient Metrics, Emerging Technologies, Treatment Architecture, and Treatment Evolution – and is available for the U.S., EU, and Japan.

A more accurate map of the competitive environment

Treatment Architecture

Based on primary research with practicing oncologists in the U.S., Western Europe, and Japan and using data from published sources and our own expert coverage of major meetings and conferences, *Treatment Architecture* assesses the current clinical management of cancer patients by site and stage for all treatment modalities—including surgical, radiologic, chemotherapeutic, and untreated populations.

A more useful perspective on trends affecting your brand

Treatment Evolution

Based on critical evaluation of recently published clinical data, regulatory advances and setbacks, and ongoing clinical trials, *Treatment Evolution* explores the context and implications behind clinical development to identify potential changes in clinical practice in the U.S., Western Europe, and Japan.

A more critical evaluation of drugs in development

Emerging Technologies

Emerging Technologies evaluates and ranks the key success factors and overall commercial viability of the most promising agents—drugs that will have a significant commercial impact in the next five years—by tumor type, stage, and line of therapy.

A more realistic estimate of your target market

Patient Metrics

Patient Metrics combines epidemiologic data and longitudinal analysis to estimate incidence, prevalence, and treated populations (including surgery, radiation, drug therapy, and hormone therapy where relevant) for 30 tumor types—by site and stage—to the year 2030.

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