

PRESS RELEASE

KANTARHEALTH ANNOUNCES ADDITIONAL TUMOR TYPES FOR CANCERNFLUENCE

Peer-Nominated Physicians Influencing the Treatment of Cancer

ST. LOUIS, MISSOURI, December 1, 2009—[KantarHealth](#), a leader in oncology and physician influence identification, expands the breadth of [CancerNFluence](#) by adding five new tumor types. CancerNFluence is the most comprehensive and readily available database of peer-nominated influential physicians in the treatment of cancer.

CancerNFluence profiles physicians in the U.S. and Western Europe who influence treatment decisions within and across high-profile cancers affecting large populations. In addition to the tumor types introduced last year – breast, non-small cell lung, head and neck, colorectal, and non-Hodgkin's lymphoma – CancerNFluence's focus has been broadened to include influential physicians in:

- Pancreatic cancer
- Multiple myeloma
- Prostate cancer
- Acute myeloid leukemia
- Renal cell carcinoma

"An interesting trend that emerged from this year's research are the overlaps of influential physicians across certain cancers," says Gary Bartolacci, Senior Director. "The findings from last year showed that very few physicians were mentioned as being influential in more than one tumor type across the five cancers we studied. However, this year we've found that there is a high degree of overlap across certain cancers. Most notably, many physicians influential in the treatment of colorectal are also influential in the treatment of pancreatic cancer. Likewise, many doctors recognized for their expertise in the treatment of non-Hodgkin's lymphoma last year were also recognized for acute myeloid leukemia this year."

CancerNFluence is the only syndicated database of physicians who influence their peers' cancer treatment decisions, giving subscribers immediate access to a wealth of information that goes beyond traditional key opinion leader identification.

About KantarHealth

[KantarHealth](#) is the world's leading healthcare-focused global consultancy, specializing in portfolio optimization, market access, safety and outcomes, and brand and customer insights. Formed by uniting Consumer Health Sciences, MattsonJack, TNS Healthcare and Ziment, it is the next-generation decision support partner to the pharmaceutical and biotech industries, delivering evidence-based guidance to support clients' global and local success.

With 40+ offices throughout the Americas, Europe, Asia-Pacific, the Middle East and Africa, KantarHealth provides the broadest global footprint, coupled with the strongest local knowledge to help drive clients' maximum performance in every geography. Market-leading solutions

ensure optimal decisions and actions across the brand life cycle, from assessing opportunities and sizing markets...to developing products and building access strategies...to positioning brands and creating messaging...to managing stakeholder relationships and monitoring treatment outcomes.

Contact Information

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