

Inspired by

Consumer Health Sciences  
MattsonJack  
TNS Healthcare  
Ziment

## CancerNFluence® Another trusted cancer resource from KantarHealth

**The most comprehensive database of physicians who influence their peers' cancer treatment decisions. This goes far beyond traditional KOL identification.**

CancerNFluence® profiles physicians in the U.S. and Western Europe who influence treatment decisions within and across high-profile cancers affecting large populations:

- Breast
- NSCL
- Head and Neck
- Colorectal
- Non Hodgkin's Lymphoma
- Pancreas
- Multiple Myeloma
- Prostate
- Acute Myeloid Leukemia
- Renal Cell

CancerNFluence® gives you *immediate access* to a wealth of information, all at your fingertips. For the most influential physicians, you can determine:

- Level of influence
- Volume of influence (as measured by patients treated)
- Geographic area of influence (U.S. and Western Europe)
- Institution affiliation
- Publication history
- Year graduated
- Speaking engagements
- Industry Affiliations

CancerNFluence® utility extends beyond sales force targeting. Oncologists tell you whom they trust, potentially improving the impact of:

- Speaker programs / Ad Board recruitment
- Medical Science Liaison group alignment
- Clinical investigator recruitment
- New product planning
- Marketing research recruitment

Access to CancerNFluence® is available by indication with significant discounts for multiple indications.

### Who Is KantarHealth?

Formed by uniting Consumer Health Sciences, MattsonJack, TNS Healthcare, and Ziment, KantarHealth is the world's largest healthcare-focused primary research and consulting company. Powered by an unmatched breadth of competencies and depth of insight, it is the leading next-generation decision support partner, delivering evidence-based business guidance to support your global and local success.

CancerNFluence® goes beyond national-level thought leaders to identify physicians wielding significant influence at the local and regional levels, where the larger volume of cancer patients are treated. CancerNFluence® helps you create a competitive advantage by incorporating publication history, peer nominations, and competitive data into a powerful, easy-to-use, immediately accessible user interface.

**Multiple reporting, printing, and exporting options**

**View data by country and tumor, or apply filters to display doctors that meet specific criteria**

**Sort by any column by clicking on header**

**Expands record to show nominations by country and locations of doctors who nominated this physician**

**Ability to automatically search Google and PubMed for additional information on doctor**

**Links to detailed profile of doctor**

**In-depth profile information on top-cited doctors**

**Geographic cite-pattern maps for each doctor by tumor and country**

(click column headers to sort)	First Name	Last Name	City	State/Province	Board Certification	Total Cites	Individual Cites	National/International Cites
+	Wayne	Walker	La Jolla	California	IM, MedOnc	71	61	56
+			Cambridge	Massachusetts	IM, MedOnc	32	28	26

**Timothy Johnson Profile:**

- Address:** Abramson Cancer Center, 14 Penn Tower, 3400 Spruce Street, Philadelphia, PA 19104
- Phone:** 215-555-5555
- E-Mail:** timothy.johnson@upenn.edu
- Board Certification:** IM, Hem, MedOnc
- Total Cites for All Tumors:** 46
- Individual Cites for All Tumors:** 44
- Institutions:** University of Pennsylvania
- Other Affiliation(s)/Title:** Professor of Medicine
- Medical School, Degree:** Duke University Medical School, MD
- Graduation Year:** 1981
- Internships:** Johns Hopkins Hospital
- Residency:** Harvard/Massachusetts General
- Fellowship:** Hospital of the University of Pennsylvania
- Specialty:** Oncology
- Organization Memberships:** ASCO
- Recent Presentations:** Systemic Therapy for Breast Cancer, ASCO 2007
- Book / Book Chapters 2000 to Present:** Cancer of the Breast, 2000 (Editor)
- PubMed Citations 2002 to present:** 30
- Affiliations with Industry:** Consulting agreement: Bristol-Myers Squibb Company; Board of Directors: Coultier Pharmaceuticals
- Other Comments:** Dr. Johnson, a Professor of Medicine at the University of Pennsylvania School of Medicine, earned his medical degree in 1981 from Duke University Medical School. He is a member of the Society of Clinical Oncology and a regular speaker at the annual ASCO conference.

**Geographic Cite-Pattern Map:** Shows a map of the United States with red lines indicating National/International Cites and blue lines indicating Local/Regional Cites. A legend at the bottom right identifies the line colors.