



From Bench to Bedside: Matching Pipeline Promise to Market Realities

Oncology Market Access Europe, Third Edition provides ongoing, timely information that helps **market access, pricing and reimbursement, and marketing and sales professionals** successfully operate in the increasingly scrutinized and regulated oncology marketplace in France, Germany, Italy, Spain and the United Kingdom. Country-specific modules provide a country overview and description of the healthcare system followed by detailed research and analysis of the oncology sales environment.

Key Benefits

Country-specific data, cross-country analyses and onsite interactive presentations enable subscribers to

- Better prioritize pipelines
- Optimally position drugs for success nationally, regionally, and locally in terms of price, coverage, reimbursement, and healthcare provider update
- Identify emerging marketing opportunities for market growth and corporate differentiation
- Enhance sales forecasts through greater understanding of budget drivers and cycles
- Better target sales force efforts
- Incorporate macroeconomic market drivers into marketing plans and relevant forecasts to enhance corporate buy-in
- Provide a quick start and/or a common language to market access, pricing and reimbursement people across the HQ and its five European affiliates
- Strengthen global brands through enhanced communication and understanding with and among affiliates to support efficiency, transparency, and greater collaboration

Unique Features

- Country-specific profiles of leading European oncology markets
- Inside views of key customer groups
- Reimbursement updates outlining implications of government and other payer initiatives on manufacturers
- Overview of key audiences involved in the delivery of cancer care from wholesalers and distributors to clinicians on the front line
- Direct access to our market access team for questions related to the report
- Live updates throughout the year to identify new opportunities or threats as they present themselves

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A Kantar Health Company

France
Germany
Italy
Spain
United Kingdom

Contents

Country modules: **France, Germany, Italy, Spain, and the United Kingdom**

Detailed research and analysis of oncology marketing and sales environments for the Big 5 European countries including:

Government Policy and Trends

- Assesses macroenvironmental factors within national governments
- Scrutinizes the policies and health insurance trends
- Analyzes the implications of actions proposed and taken by key organizations, such as regional and national legislators and health authorities driving cancer care expenditures within and among the Big 5 European countries
- Evaluates governmental cost initiatives that could inhibit cancer drug use

Drug Pricing and Reimbursement

- Illuminates the links between reimbursement and pricing
- Delineates current strategies employed by funders to mitigate the impact of rising cancer drug costs
- Analyzes the impact of international price discrepancies
- Examines key organizations involved in setting prices and making coverage decisions
- Follows the current status of reimbursement practices and processes for services and drugs
- Identifies pros and cons of orals versus IV therapies
- Provides insight into how best to position new products to maximize reimbursement status

Providers of Cancer Care

- Profiles key customer groups by site of care
- Describes the roles and situations of the various professionals who deliver care directly to patients as well as strategies to work with them
- Identifies the influence of these various stakeholders on drug uptake and utilization
- Describes the economics of and budgeting for cancer treatments by site of care
- Profiles the structure of and selling issues related to important target organizations or customer groups

Drug Utilization Controls

- Describes the many ways in which national, regional, and local authorities attempt to manage the impact of cancer drug costs on their budgets

Cancer Care Coverage

- Explores both public and private coverage landscape by country as well as the portability of coverage as patients move around

Channels and Distribution

- Assesses distribution patterns, drug pricing, and margins as well as the role of parallel trade

Pharmaceutical Promotion

- Examines the perceptions of different pharmaceutical manufacturers, the roles of sales representatives, and potential promotional opportunities and restrictions in each country



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