



Your journey north:

Understanding oncology epidemiology

Discover how *Cerner Enviza*SM can bring clarity to your business decisions through both syndicated and custom solutions.

SYNDICATED SOLUTION 1:



CancerMPact[®] Patient Metrics

- Evaluate market opportunity with epidemiologic and treated patient data
- Up to 34 tumors (U.S., 5EU, JP), 21 tumors (China), and 16 tumors (in expanded markets)
- Across all treatment settings, and patient segments
- Updated annually

[LEARN MORE](#)

Explore our custom solutions

EPIDEMIOLOGIC ANALYSIS & MODELING

Epidemiology models require rigor. Our methods create excel-based models that can be adapted for customized inputs and, when desired, modified for dynamic interaction.

[Learn More](#)

INTERACTIVE PATIENT FLOW MAPS

Illustrating the treatment journey in different geographies and across different tumors is complex. We create digital interactive dashboards that enable deep insights on the end-to-end treatment journey.

[Learn More](#)

DEMAND ASSESSMENT & FORECASTING

Estimating market potential in oncology is complex. Success requires understanding the nuances that drive methodologic design and execution, as well as validated methods to calibrate overestimation, in concert with appropriately sizing patient segments of interest.

[Learn More](#)



CancerMPact[®]
Treatment Architecture



CancerMPact[®]
Future Trends and Insights



CancerMPact[®]
Cancer Landscape

About Cerner EnvizaSM

Cerner Enviza aims to accelerate the discovery, development and delivery of extraordinary insights and therapies to improve everyday health for all people globally. By combining decades of innovation, life sciences knowledge and collaborative research, Cerner Enviza provides data-driven solutions and expertise that helps bring remarkable clarity to healthcare's most important decisions. For more information on Cerner Enviza, visit www.cernerenviza.com. For more information, please contact info@cernerenviza.com.

Cerner Enviza
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Your journey east:

Understanding oncology treatment patterns

Discover how *Cerner Enviza*SM can bring clarity to your business decisions through both syndicated and custom solutions.

SYNDICATED SOLUTION 2:



CancerMPact[®] Treatment Architecture

- Evaluate current clinical management, treatment patterns and patient flow
- Up to 31 tumors (U.S., 5EU, JP), and 21 tumors (China)
- Across all treatment settings, and patient segments
- Updated annually

LEARN MORE



CancerMPact[®]
Patient Metrics



CancerMPact[®]
Future Trends and Insights



CancerMPact[®]
Cancer Landscape

Explore our custom solutions

ONCOLOGY MARKET TRACKER

Epidemiology models require rigor. Our methods create excel-based models that can be adapted for To manage your brand effectively you need robust data and insights. OMT is a proprietary chart-based observational tracking approach, customized for your specific needs, which provides an unparalleled level of insight across a range of niche patient groups.

[Learn More](#)

MODERATOR-LED CHART STUDIES

There is often a lack of context in quantitative chart studies. Co-capturing qualitative and quantitative insights by expert moderators can provide greater clarity and confidence about how and why physicians make treatment decisions.

[Learn More](#)

PATIENT, PHYSICIAN & PAYER INSIGHTS

Commercialization requires a holistic understanding of your stakeholders. Assess key drivers and barriers across patients, physicians, and payers to identify the product characteristics that will deliver optimal value and commercial success.

[Learn More](#)

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Your journey west:

Understanding future market trends in oncology

Discover how *Cerner Enviza*SM can bring clarity to your business decisions through both syndicated and custom solutions.

SYNDICATED SOLUTION 3:



CancerMPact[®] Future Trends and Insights

- Assess the future impact of pivotal trials on the competitive landscape
- Up to 25 tumors (U.S., 5EU, JP)
- Evaluation of ongoing trials, data, events and catalysts
- Updated every three months

LEARN MORE

Explore our custom solutions

TUMOR FACTBOOKS

Where to play and how to win in a tumor type should be customized to your needs. Our Tumor Factbooks provide insights and implications specific to your asset(s), regarding current treatment, patient epidemiology, segmentation, positioning of competitors, and expected future market entrants.

[Learn More](#)

PRODUCT ASSESSMENT

Understanding how your asset will fit in the future market is critical. Through primary research, we uncover the key insights for optimizing your asset's promise by gaining a deep understanding of how treatment patterns are evolving. We explore the key drivers, barriers, and unmet needs that drive current and future growth.

[Learn More](#)

BRAND & MARKETING STRATEGY

Optimizing brand performance throughout the product lifecycle is essential. We leverage analytics and expert consultancy through our Brand Plus[™] framework to identify opportunities to optimize brand equity, customer experience, and communications planning.

[Learn More](#)



CancerMPact[®]
Patient Metrics



CancerMPact[®]
Treatment Architecture



CancerMPact[®]
Cancer Landscape

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Your journey south:

Understanding the global oncology trial landscape

Discover how *Cerner Enviza*SM can bring clarity to your business decisions through both syndicated and custom solutions.

SYNDICATED SOLUTION 4:



CancerMPact[®] CancerLandscape

- Explore the global oncology drug/trial landscape across all phases
- Across all tumors, by drug, target and company
- Analyze trial timing, events, and new entrants
- Updated weekly

[LEARN MORE](#)



CancerMPact[®]
Patient Metrics



CancerMPact[®]
Treatment Architecture



CancerMPact[®]
Future Trends and Insights

Explore our custom solutions

PORTFOLIO PLANNING & PIPELINE STRATEGY

Long-term success depends on prioritizing your pipeline. By understanding market dynamics, clinical innovations, and competitive threats, we help you prioritize your pipeline and align your portfolio with your business goals.

[Learn More](#)

MARKET LANDSCAPE ASSESSMENT

Understanding how your asset will fit in the future market is critical. Our primary and secondary research approach uncovers how treatment patterns are changing to optimize your asset's potential. We explore the key drivers, barriers, and unmet needs that drive current and future growth.

[Learn More](#)

BUSINESS DEVELOPMENT & LICENSING

The identification of assets for partnership or acquisition is a key part of long-term strategy. As part of our licensing services, we identify, qualify, and prioritize potential in- and out-licensing candidates as well as assess their commercial potential. Through data, research and consulting, we offer a comprehensive range of assessment and due diligence services.

[Learn More](#)

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