



Decision making in oncology is becoming increasingly complex, forecasting demand doesn't need to be

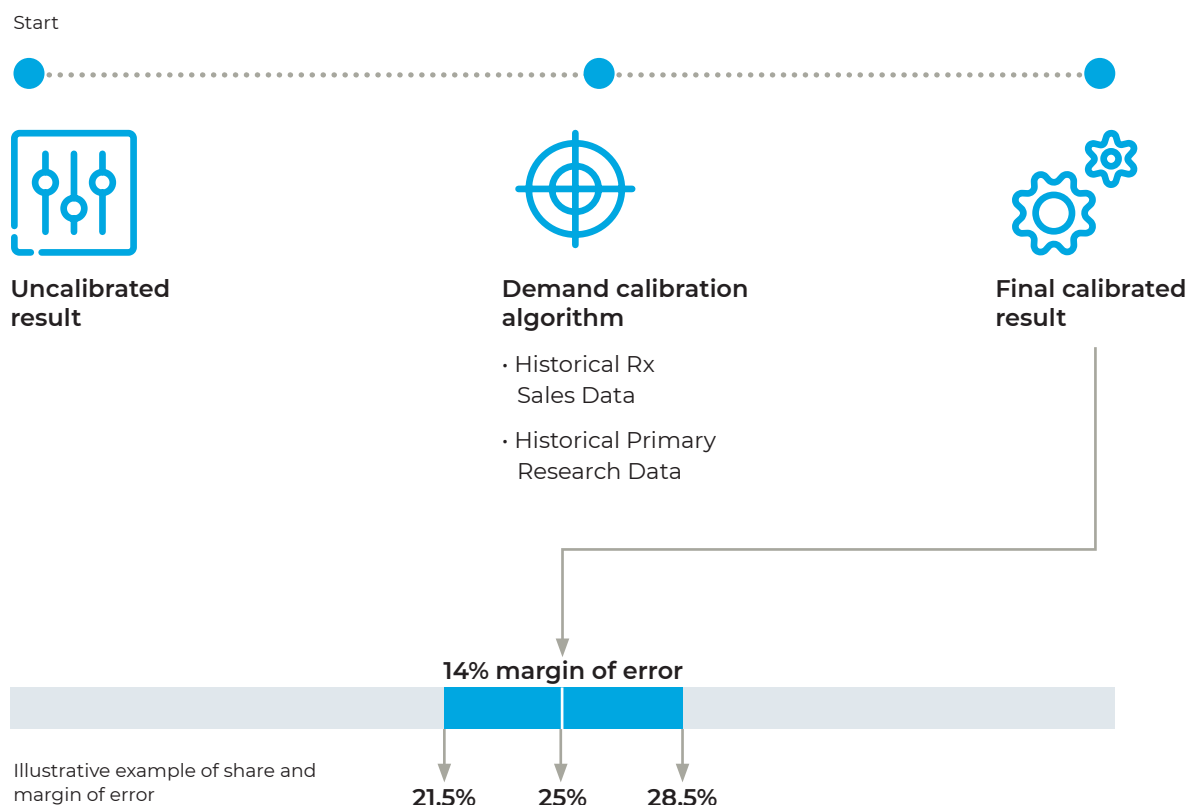
At Cerner Enviza we recognize the complexity and challenges you face when needing to accurately measure demand for oncology treatments in development. Understanding the specifics of a tumor type, its histology, if appropriate, patient types, stage of disease, lines of therapy for metastatic disease, and biomarker status are critical to accurately measuring commercial potential. Additionally, at Cerner Enviza we understand that forecasting in oncology requires both an understanding of individual treatment decisions as well as an assessment of the broader sequence of treatment choices. Based on decades of experience in oncology we have a customizable solution for you, no matter what situation you find yourself in, reducing uncertainty in forecasting demand.

Scenario	When clinical or market features are well known (certain), fixed profile(s) are used to capture future treatment demand	When clinical or market features are unknown or uncertain and still awaiting clinical outcomes	When more than one stakeholder , i.e. HCPs, payers, or patients, have a strong influence on the treatment decision	If there are multiple competitive launches and the order and time between launches is undefined	When you need to understand the characteristics of patients that would drive prescribing or identify granular patient types that are more likely to receive your treatment and measure the share for those patient types
	Fixed Profile, Monadic Design	Treatment Attribute Conjoint Model	Linked Modeling	Order of Entry Modeling	Patient Characteristics Modeling

The best combination of demand approaches for your specific need

An industry-leading, validated, calibration algorithm

Experience tells us that Healthcare Professionals overestimate their likelihood to use a new treatment in a market research scenario. Our demand calibration algorithm is designed to correct this anomaly and calibrate physician intentions using a model based in historical data which compares previously collected market research data with corresponding actual sales data. This scientific approach has been validated, resulting in a narrow margin of error.



Backed by Experience, Knowledge and Validation

Experience

100+ demand engagements across several tumors with 65% of Top oncology clients

Knowledge

CancerMPact trusted resource of data and expertise by 100% of top oncology clients.

Validation

An industry leading calibration algorithm that results in a validated narrow margin of error giving you the confidence in our results.

To reduce complexity and uncertainty and bring remarkable clarity to your demand optimization studies, please contact Dani.Niblick@cernerenviza.com

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.

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Oncology forecasting

Most comprehensive forecasting solution in the industry

At a glance

Our cancer patient flow forecast approach takes into account:

- Future patient segments that consider the flow of patient populations
- Partitioning of patients into commercially relevant segments
 - Lines of therapy
 - Patient eligibility based upon prior therapies
 - Biomarkers and targeted therapies
 - Varying competitive sets by patient segment
- Underlying assumptions for treatment allocation and rates of progression through the various therapies of variable dosing per cycle

Forecasting the commercial potential in oncology markets involves some unique challenges, including determining the correct number of patients, following them through lines of therapies and addressing various biomarkers and patient segments, which may lead to creating many different forecasts.

Challenges and caveats in oncology forecasting

Factors that must be considered include:

- Determining relevant patient populations
- Data sources
- Definitional issues
- Methods related to quantifying disease resource and progression
- Unique target patient populations for different treatments

Our approach to oncology forecasting

Define the indication/
target population

1. Segment the target population(s), if necessary by:
 - a. Biomarker (e.g. EG FR mutations in non-small cell lung cancer)

- b. Prior treatment (e.g., second-line platinum-resistant ovarian cancer) quantify and project target population epidemiologies over the forecast period

3. Determine current therapies for each target patient segment
4. Obtain data for historical market shares for current therapies
5. Construct market model reconciling epidemiology and current treatments for each target patient segment
6. Identify future competitors in each target patient segment
7. Construct scenario(s) around likely groups of future competitors and their product attributes
8. Estimate launch timing and share impacts for each competitor in each scenario
 - a. Market research
 - b. Analogues
10. Apply length of therapy, dosing and pricing assumptions
11. Summarize forecast(s) in terms of treated patients, units and sales

Oncology forecasting

Our consultants have a deep understanding of oncology and are supported by a comprehensive suite of proprietary oncology databases, tools and multiclient offers.

Forecast Architect®

Forecast Architect allows clients to apply insight and assumptions to model any number of possible scenarios for products. Using nonlinear techniques proprietary to Cerner EnvizaSM, Forecast Architect reconciles epidemiologic and historical data to derive treatment rates, patient and product market shares, days of therapy, units, prescriptions and sales revenue. Alternative forecasts can be generated by changing the model's basic assumptions, adding patient data, updating epidemiologic estimates, factoring in conditions and concurrent therapies and adding or deleting marketshaping events such as regulatory changes and new product launches.

CancerMPact®

CancerMPact is an invaluable and comprehensive oncology decision support resource. It can be utilized for market analysis, strategic planning and identification of commercial opportunities in the U.S., Western Europe, Japan and China. This resource is composed of web-based integrated modules: Patient Metrics (Patient Metrics – g7, Patient Metrics – Expanded Markets and Biomarker Analysis) and treatment practices and evolution (Treatment Architecture and Future Trends and Insights).

CancerNFluence®

CancerNFluence identifies and profiles physicians in the U.S. and Western Europe who influence treatment decisions within and across high-profile cancers affecting large populations. CancerNFluence goes beyond national-level thought leaders to identify physicians wielding significant influence at the regional level, potentially improving the impact of speaker programs/ad board recruitment, medical science liaison group alignment, sales force targeting, clinical investigator recruitment, new product planning and marketing research recruitment.

Oncology market access U.S.

Oncology market access U.S. is a web-resident source of information and insight and access to experts. It provides cutting-edge information and analysis on critical reimbursement, coverage and competitive issues in the U.S. oncology landscape. This subscription helps pharmaceutical marketing and sales professionals more successfully position cancer drugs in an increasingly scrutinized and regulated oncology marketplace. The analyses are based on industry experience augmented by in-depth research with key stakeholders, including oncologists, payers, practice managers, patients and subject matter experts.

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