

US Oncologist Survey: Optimizing Treatment for Large Cell Lymphoma

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Abstracts

Two patient specific case scenarios on advanced non-Hodgkin's lymphoma involving patients with a) relapsed large cell lymphoma and b) large cell lymphoma with compromised cardiac function that progresses throughout the report, presented to 158 high-prescribing oncologists for their open responses on clinical decisions. Patient progressions reveal:

Decisions in treatment and tests through disease stages

Factors influencing their decisions

Barriers to optimal patient care

Confidence in treatment

Data has been synthesized to show all responses and direct quotes from the oncologists. This is the primary research for the oncology prescribing data that you are missing - directly from high-prescribing US oncologists on advanced non-Hodgkin's lymphoma.

Treatment decisions for advanced stages of cancer are difficult to track as information quickly changes along with the introduction of new products that all have an impact on oncologists' choices. This report is part of a series of oncology reports that allow you to see what is actually happening at the patient level for different types of patients presenting with a wide range of issues in advanced stages of cancer.

This report allows you to:

Understand what occurs with actual patients

Access the most up-to-date prescribing trends

Gain actionable data for developing and improving your market strategies

Pinpoint needs of your target audience

Focus resources to maximize the effectiveness of your budget

Understand where your product fits

Understand where your competitor's product fits

Design messages to advance brand performance

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