

# ASCO 2014 -- Delegate Physicians Rate Influence and Impact

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## Abstracts

### What hit the market at ASCO 2014?

Oncology has been, and remains, an area of significant commercial focus for the pharmaceutical industry. Favorable factors, such as cooperative regulators, premium pricing and prevalent off-label usage, have all contributed to huge commercial returns and significant investment in R&D.

Despite the sector's attractiveness, significant competition exists. Small molecules, targeted molecular therapies, next generation immunotherapies and vaccines are being marketed and developed by a range of companies across a number of key indications where clinical unmet need remains high.

That's why FirstView's ASCO 2014: Delegate Physicians Rate Influence and Impact report is a must-have piece of research for any company operating, or thinking of investing, in three key areas of oncology. This report is based on a detailed online survey of physicians who not only attended ASCO 2014, but who met strict criteria (noted below) for number of patients seen per month, proportion of time devoted to patient care and length of time in active medical practice.

Using this research, learn how delegate physicians rated the value and impact of data in cancer immunotherapy, breast cancer and non-small cell lung cancer (NSCLC). You can purchase the full report covering all three, or individually.

Additionally, you will be able to understand more about the hopes and concerns of physicians when it comes to the future of treatment practice in cancer immunotherapy, breast cancer and non-small cell lung cancer (NSCLC). Data and insight on future

usage intentions of current and pipeline products is also provided.

This detailed report offers actionable insight your company can use to drive measurable improvement in its marketing, communications and R&D. Whether it's honing an optimal product positioning, developing an effective communications plan, or improving clinical trial design, the report delivers the type of primary intelligence that helps you develop a competitive edge. This extensive FirstView research is available to you at a fraction of the cost of custom market research.

### **Who was included in the survey?**

To ensure robust insight and “from the floor” opinion was obtained, respondents were screened to ensure that they attended ASCO 2014 and spent at least half of their time attending the presentation and poster sessions. In addition, physicians needed to see at least 100 patients in a typical month, including 10 patients for NSCLC and 10 patients for breast cancer. Physicians were also expected to have been in active practice between 5-35 years, and devote at least 50% of time to direct patient care.

### **Sample distribution**

A total of 100 medical oncologists (n=71) and hematological oncologists (n=29) across the US participated in this study.

### **Cancer Immunotherapy (IO) Focus:**

Find out what close to half of the attending physicians recall as the most important information they heard in the area of immunotherapy.

Learn details about the presentation topics covered in the cancer immunotherapy focused abstract sessions on key pipeline products, including MK-3475 (pembrolizumab; Merck & Co.), nivolumab (BMS), MEDI4736 (AstraZeneca), and MPDL3280A (Roche).

Which presentation topics in each abstract session were most valuable... and least. Which presentation topics did respondents perceive would have the biggest impact on their clinical practice.

Get insight on the respondents' rating of important statements focused on:

The future outlook of cancer immunotherapy: Respondents rate their likelihood to increase the use of IO over the next three years and if they expect to see improvements in long-term survival and more. Concerns about the future immunotherapy: Respondents rate their level of concern on a range of issues, from covering patient access to immunotherapies, to whether clinical data would translate into improved survival.

Evaluate respondents' top three pipeline immunotherapy agents in terms of those they intend to use in the future Find out which immunotherapies 1/3 of the respondents said they will use more as a result of what they heard and learned at ASCO 2014.

### **Breast Cancer Focus:**

Find out what close to half of the attending physicians recall as the most important information they heard in the area of immunotherapy.

Learn details about the presentation topics covered in the cancer immunotherapy focused abstract sessions on key pipeline products, including MK-3475 (pembrolizumab; Merck & Co.), nivolumab (BMS), MEDI4736 (AstraZeneca), and MPDL3280A (Roche).

Which presentation topics in each abstract session were most attended

The top sessions respondents thought were the most valuable

The #1 session respondents felt was most impactful... and the least

Get insight on the respondents' rating of important statements focused on:

Future usage intentions of pipeline targeted therapies

Marketed therapies respondents expect to increase use of

Top concerns and uncertainties for the treatment of breast cancer

### **Non-small cell lung cancer (NSCLC) focus:**

Learn what respondents noted independently as the most important information on NSCLC

Learn details about the presentation topics covered in the NSCLC focused abstract sessions: Avastin, Tarceva (both Roche), Gilotrif (Boehringer Ingelheim), ramucirumab, necitumumab, Alimta (all Eli Lilly), Xalkori (Pfizer), Iressa (AstraZeneca) and tivantinib (ArQule)

Which presentation topics were perceived to be most valuable

Topics that respondents expect to have the biggest impact on their prescribing treatment for NSCLC patients

Get insight on the respondent's rating of important statements focused on:

Pipeline products respondents expect to use three years from now

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Top concerns and uncertainties for future prescribing of targeted therapies

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