

# Personalised Medicines in Oncology: Assessing Key Drivers and Challenges at the Physician Level (US)

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## Abstracts

Gain exclusive insights on the perceived value and benefits of personalised medicine and on the key challenges and opportunities in relation to implementation from treating oncologists.

Personalised Medicines in Oncology: Assessing Key Drivers and Challenges at the Physician Level (US) is based on survey results from 50 US oncologists (33 medical oncologists and 17 haematologist-oncologists) and offers insights on what oncologists believe are the critical issues, challenges and opportunities within the personalised medicines space, and how oncologists intend to adopt personalised medicine in the future.

### Quantitative Analysis

A great deal of anticipation and expectation surrounds personalised medicine. While there have been some notable successes, the promise of personalised medicine – right medicine, right patient, right time – has failed to materialise in many disease areas where a personalised approach could drive better patient outcomes. Concerns amongst key stakeholder groups remain, particularly in relation to development, access and implementation of personalised healthcare strategies.

This survey provides US physician insights into personalised medicine within the oncology setting. By understanding what oncologists in the US think about the key challenges, opportunities and concerns, companies operating in the oncology market and seeking to leverage personalised medicine for their products can gain a deep understanding of what's needed to drive long-term commercial success.

## Gain Answers to Key Questions

How do US physicians rank perceived application values of personalised medicine?

How do US physicians rank the top potential benefits of personalised medicine for physicians and patients?

What are US physician insights on the current usage of personalised medicine for the treatment of all cancer types, including solid and blood tumours?

How do US physicians rank access and data challenges?

If access and data challenges were minimal – what proportion of US physicians would prescribe personalised medicines?

What critical factors do US physicians think enable effective current and future usage of personalised medicine?

## Report Features

Filled with charts and up-to-the-minute survey analysis, this report offers:

Precise and timely analysis of US oncologist awareness, perception of value, promise and benefits of personalised medicine

Data and insight on current usage and access status, and challenges related to personalised medicine access and adoption intention

US Oncologist views on the critical enablers and success factors of personalised medicine, as well as anticipated future developments

## About the Survey

### Interview Methodology

Data was collected via a 10-minute internet-based questionnaire

## Sample

US: 50 oncologists (33 medical oncologists and 17 haematologist-oncologists).

## Screening Criteria

Respondents were screened to ensure that they see at least 100 patients in total in a typical month, have been in active practice between 3-35 years, devote at least 50% of time to direct patient care and are aware of personalised medicine

## Top Takeaways

Insight on US oncologist awareness of personalised medicine, their impact on patient care and the value of personalised medicines overall clinical outcomes

Views on the critical benefits of personalised medicine, and key issues related to how personalised medicine can support access to innovative therapies

Opinions on the future use of personalised medicine, and what key barriers are likely to slow adoption rates

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medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

## Contents

### **1. AWARENESS, PERCEPTION OF VALUE AND BENEFITS OF PERSONALISED MEDICINE**

- 1.1. Awareness and perceived application value
- 1.2. Perception of impact and support for the potential value
- 1.3. Promises
- 1.4. Potential benefits

### **2. CURRENT USAGE, ACCESS, CHALLENGES OF PERSONALISED MEDICINE AND ADOPTION INTENTION**

- 2.1. Current usage
- 2.2. Current access status
- 2.3. Access and data challenges
- 2.4. Adoption intention

### **3. CRITICAL ENABLERS, SUCCESS FACTORS AND THE FUTURE OF PERSONALISED MEDICINE**

- 3.1. Critical enablers
- 3.2. Critical success factors
- 3.3. Anticipated future development

### **4. APPENDIX: PHYSICIAN PROFILE**

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