



Insights for better business decisions

Reduce costs and stay ahead of the competition with up-to-the-minute information available on high-value oncology.

The oncology market dynamics are changing. Oncologists are being targeted by an increasingly larger sales force selling more expensive therapeutics. In addition, medical advances in oncology are evolving to a more personalized patient treatment approach.




MarketView™ for the Oncology Market

Your strategy for oncology commercial efforts must also change to be successful. Understanding the types of cancers a physician is treating, how they are treating them and what their patient population looks like will have a big impact on how you approach and implement commercial activities in this changing environment.

LexisNexis® MarketView™ helps give our clients a competitive edge in the commercialization of their oncology and specialty products. MarketView is based on millions of data points we match and integrate from our claims data warehouse and Provider Data MasterFile™. Our data integration and enrichment capabilities bring together disparate datasets including your customer and prescription data to deliver insightful and robust provider profiles. This helps our clients narrow their focus to high-value targets by accurately assessing and quantifying opportunities for better strategic targeting and sales execution.

Oncology/Specialty Market Applications

|  Market Research |  Marketing |  Sales |
|---|---|--|
| <ul style="list-style-type: none">• Market Sizing• Patient Flow Analysis | <ul style="list-style-type: none">• Non-Personal Promotion• Segmentation• Sales Territory Alignment• Referral Networks• Call Planning | <ul style="list-style-type: none">• Territory Alignment and Optimization• Sales Force Sizing and Structure• Targeting for Hospital or Specialty-Based Sales Forces |

MarketView covers the following settings of care at the physician and facility level:

Inpatient
Outpatient
Hospice

Home Health
Ambulatory Surgery Center
Skilled Nursing Facility

Office
Home
Lab



Gain a competitive advantage with Early Alerts

In a fiercely competitive market, life sciences organizations need to reach the right doctor at the right time with the right message. To help your reps educate and influence physicians before a treatment decision has been made, MarketView Early Alerts offers:

- Real-time alerts
- Newly diagnosed patients who align with your target lists
- Payer information to help quantify patient access
- Customer-defined diagnoses for your therapy
- Customer-supplied and integrated data assets to enhance commercial execution

Depending on the value of the drug, just one Early Alert could mean thousands of dollars and a quantifiable return on investment. Detailing high-value drugs no longer means undoing and redoing prescriber decisions. Reps simply do what comes naturally—educate the physician on the value of their therapy.

How we helped a biotech company identify and target relevant physicians



Challenge

When the FDA withdrew product indication approval for a well-known tumor-starving drug in the treatment of metastatic breast cancer (MBC), a small biotech company with a competitive product saw an opportunity to gain market share. It needed to target oncologists who had been using the blockbuster product with patients diagnosed with MBC; however, the company lacked the knowledge of which physicians were using the competitive product.

LexisNexis gave us the intelligence necessary to narrow our targeting, significantly reducing our cost of sales.

— Director, Sales Operations



Solution

LexisNexis was able to provide the small biotech company with insight into the total volume of patients with a diagnosis of MBC at the physician level. Taking it one step further, LexisNexis was able to uncover the individual oncologist's chemotherapy utilization at the product level—specifically the drug recently taken off label for the treatment of MBC patients. MarketView provided the small biotech company with the key targets needed to promote its alternative product to the most relevant oncologists.



Results

The biotech company was able to:

- Understand which oncologists were treating MBC patients with a specific drug/treatment of interest
- Rank the oncologists in terms of patient volume and product utilization to prioritize sales and marketing resources
- Tailor a promotional message to these oncologists for the alternative treatment

Value delivered

- Identify high-impact practitioners and facilities
- Insight into how a physician is splitting time between facilities and where the physician is performing their procedures as well as the number of procedures
- Segment physicians by their volume of primary versus metastatic patients
- Uncover oncologists for alternative treatment approaches including infused therapy utilization by indication
- Identify thought leaders/external experts at the national, territory and city level
- Uncover referral patterns based on shared patients

For more information, call 866.396.7703 or visit
risk.lexisnexis.com/healthcare



Health Care

About LexisNexis® Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. For more information, please visit www.risk.lexisnexis.com.

Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

MarketView and Early Alerts provided by LexisNexis are not provided by "consumer reporting agencies," as that term is defined in the federal Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (FCRA) and do not constitute a "consumer report," as that term is defined in the FCRA. MarketView and Early Alerts may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.

LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2017 LexisNexis. All rights reserved. NXR11022-01-1217-EN-US