

Oncology Research Case Study



The facts are telling: By 2009, the \$55 billion oncology market will outpace, in terms of outright sales value, all other therapeutic areas. Today, there are more products in the oncology development pipeline than in any other, with more than four dozen new oncology products set to launch within the next five years. New players are entering the market. Established pharmaceutical companies are reengineering themselves in order to

tap into emerging opportunities

Understanding the Patient Journey

IMS provide specialist consulting services for the Global Health Sector, from the earliest stages of research and development through product launch, product maturation and patent expiration. iReach Market Research ran a qualitative study of Consultant Oncologists and Chief Pharmacists for IMS to analyse the use of Oncology testing products in Ireland.

iReach Methodology

Targeted Treatments can be more costly to test for markers, but once the cancer is identified the chance of success is higher than more general treatments, so can be more cost effective longer term. For this particular project, we wanted to identify if such a new targeted treatment was available, would budget pressures reduce the likelihood of such treatments being selected due to the perceived high cost of the associated marker test.

We interviewed Consultant Oncologists and a number of Chief Pharmacists across a selected range of hospitals in Ireland to understand how a Consultant Oncologist might decide to use a new or specific cancer Marker test and then how does the Chief Pharmacist fund such a test. If a new test is launched, what are the steps in getting access to such a test (similar to the HER2 Test) in terms of getting budget and how would such a test be approved.



Project Summary

iReach moderators ran In-depth Interviews (IDIs) with Consultant Oncologists and Chief Pharmacists residing in Cancer Specialists Units nationwide to understand use of markers for testing and targeted cancer treatments to help IMS in New Product Development (NPD) strategy.

iReach Market Research

We are a full Irish Marketing and Research Agency, across all research disciplines and methodologies. Dedicated to delivering market insight and competitive advantage to line of business decision makers, through cost effective research based quantitative and qualitative solutions.

Focused on delivering actionable insights and return on investment; to inspire knowledge and enhance business performance of our clients in all industries.

