

AnswersOn

Breast Cancer



Breast cancer refers to a malignant tumor that has developed from an uncontrolled growth of cells in the breast.

According to the CDC, breast cancer is the **second most common cancer among women in the United States**. Breast cancer stage is usually expressed as a number on a scale of 0 through IV. Stages 0, I, II and III describe non-invasive as well as early-stage and locally advanced invasive breast cancer. Stage IV describes breast cancer that metastasized to an area farther from where it started to another part of the body. The stage of a breast cancer enables the patient and physician to determine prognosis and the best treatment options.

TreatmentAnswers Data

In the 12 months ending August 2023, HCPs reported the following regarding office visits with their patients with breast cancer:



► **6.9 million** of patients were ages 55+



► **Patients** are seen on average 3.7 times per year



► **82%** of patients were ages 55+



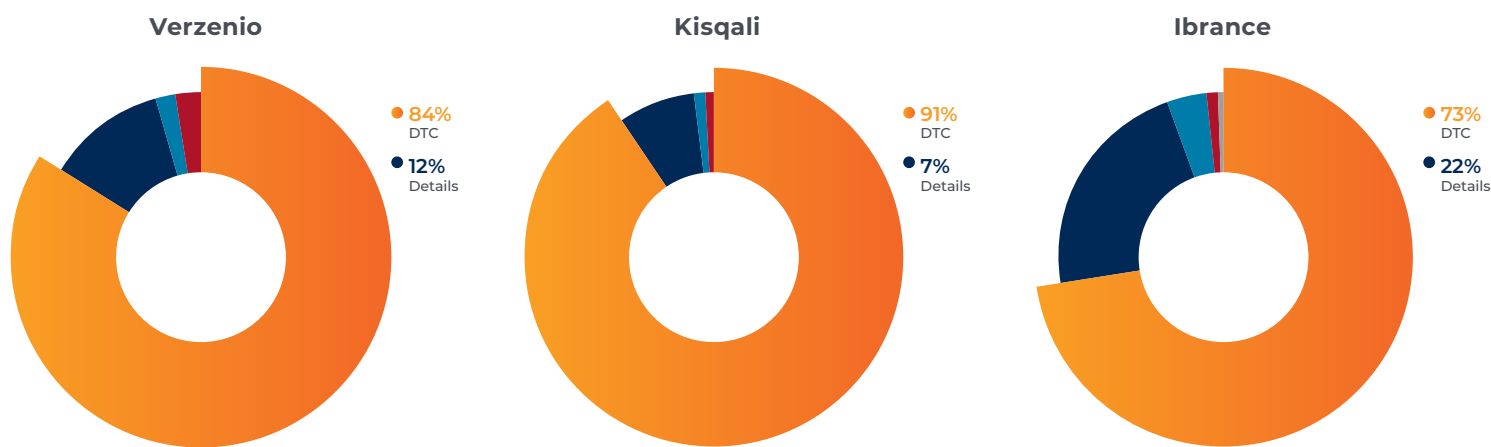
► **72%** resulted in a prescription being written for drug therapy

Source: AnswerSuite TreatmentAnswers (diagnosis defined as ICD-10 C50 Malignant neoplasm of breast)

PromotionalAnswers Data

During the most recent 12 months ending June 2023, three of the top five oncology drugs were indicated for (HR+)/(HER2-) metastatic breast cancer. These three drugs alone accounted for over \$305M in promotional spend.

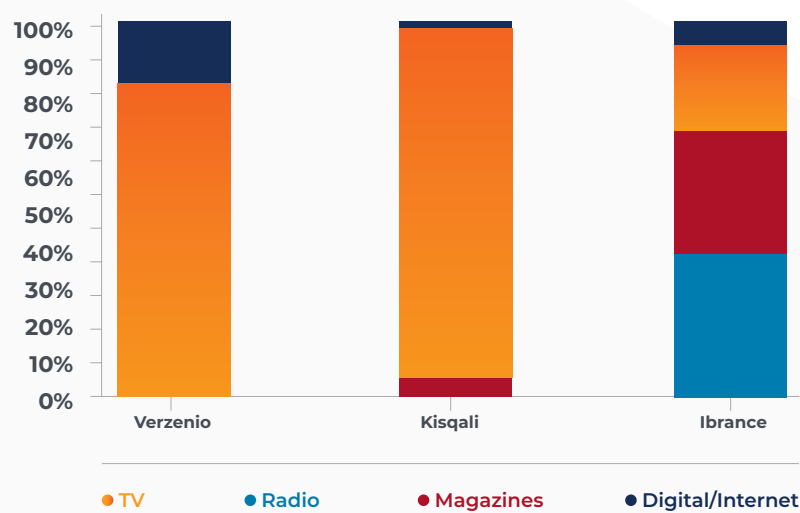
Top 3 Breast Cancer Drugs by PromoSpend



During MAT 6/2023, each of the top three breast cancer products in the market allocated at least 95% of their promotional spend toward DTC advertising and HCP Detailing. DTC advertising accounted for the majority share of the spend.

Source: AnswerSuite PromotionalAnswers/Kantar Media

DTC Spend by Media Type (MAT 6/2023)



Two of the top three breast cancer drugs utilize TV advertising more often than all other media channels.

Verzenio and Kisqali both allocated an overwhelming share of their DTC advertising spend on TV, while Ibrance advertised most often over the radio and in magazines.

Source: AnswerSuite PromotionalAnswers/Kantar Media

Reach out to one of our **AnswerSuite experts** for a complimentary report

CONTACT

gina.barbetta@syneoshealth.com
jennifer.brunner@syneoshealth.com

► **AnswerSuite a Syneos Health Company** provides a Proprietary syndicated Market Research Solution that utilizes a panel of thousands of healthcare providers over a 30-year period. AnswerSuite is consumed by the Biopharmaceutical industry with insights delivered through a SaaS platform or with full service from analysts.

- **TreatmentAnswers** captures and reports on patient visit interactions with HCPs. These insights include patient and HCP demographics, diagnoses, comorbidities and intended drug therapy.
- **PromotionalAnswers** tracks and monetizes promotional activities such as detailing, events, virtual engagements, and sampling. Through partnerships, professional journals and DTC advertising are also tracked.
- **Custom Insights** supports different use cases through a unique proprietary survey. Custom Insights answer a multitude of questions such as: What is the HCPs awareness of your brand and competitors? What is the message recall of your brand and competitor? What is the share of voice among HCP targets and non-targets? The quick studies supplement why the actions are being taken and inform multiple business strategies.