

# AnswersOn Cancer



**Cancer diagnoses** accounted for approximately 45M office visits to healthcare providers in the United States in MAT ending August 2023.

Cancer, also called malignancy, is characterized by the development of abnormal cells that divide uncontrollably and have the ability to spread throughout the body and destroy normal body tissue. There are more than 100 types of cancer, including breast cancer, lung cancer, colon cancer, skin cancer, prostate cancer and lymphoma. According to the American Cancer Society, in 2023 alone, there will be an estimated 1.96M new cancer cases and 610K cancer deaths.

In MAT August 2023, **oncologists reported** the following regarding office visits with their cancer patient population:



► **Malignant neoplasm is prevalent**

Patients with a malignant neoplasm represented **3.8M office visits** in the 12-month period ending August 2023



► **Typically treated with a prescription**

**88%** of visits resulted in a drug being prescribed



► **Malignant Neoplasm of Bronchus and Lung (ICD-10 code C34) is the highest reported type**

**883K or 23.5%** of visits had an associated malignant neoplasm of bronchus and lung diagnosis, which is their highest reported cancer type



► **Are seen by a specialist often**

On average, cancer patients were seen by the specialist **4.3 times a year**

Source: AnswerSuite TreatmentAnswers

## Biopharmaceutical Companies

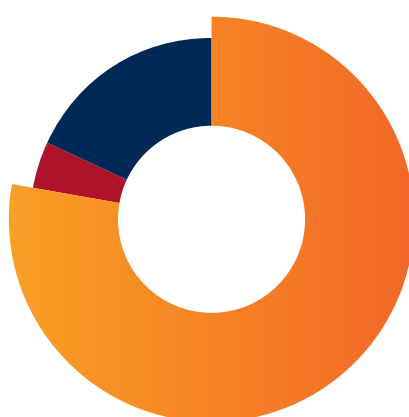
in the oncology market

In MAT June 2023, biopharmaceutical companies spent approximately

**\$1.1 billion**

on the promotion of oncology brands across HCP detailing, professional events, journal advertising, e-promotion and DTC.

**Keytruda DTC Mix**  
(MAT June 2023)



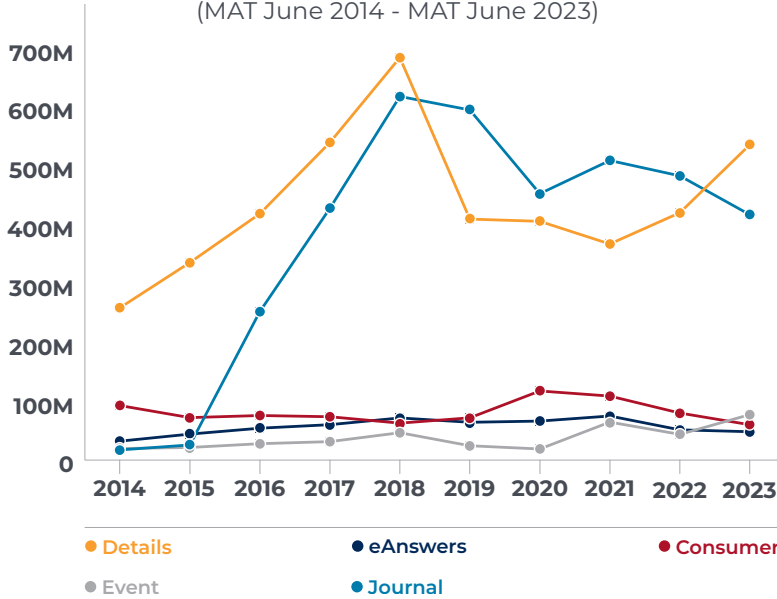
Of **\$115.5 spent on DTC advertising**, Keytruda primarily utilized TV to reach patient and caregiver target audiences.

Source: AnswerSuite ConsumerAnswers™/Kantar Media

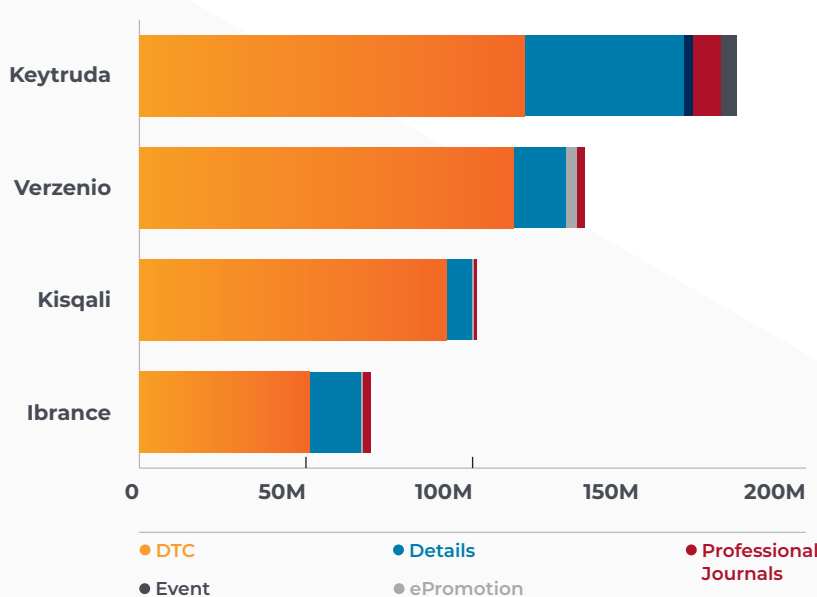
The top four cancer drugs accounted for **42.5%** of the oncology market's promotional spend in MAT June 2023. Keytruda led with a heavy push towards DTC advertising.

In the most recent time period MAT June 2023, HCP detailing surpassed DTC advertising spend since MAT June 2018. In 2019, spend on DTC promotion surpassed detailing activity and remained the focus the following three years.

**Oncology Market Promotional Spend**  
10-year trend  
(MAT June 2014 - MAT June 2023)



**Top 4 Spending Brands**  
MAT June 2023



Source: AnswerSuite PromotionalAnswers/Kantar Media

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

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► **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.

