

AnswersOn...

Cancer diagnoses accounted for approximately 57M office visits to healthcare providers in the United States in 2021.

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 2022 alone, there will be an estimated **1.9M new cancer cases** and **609K cancer deaths**.

In 2021, **oncologists reported** the following regarding office visits with their cancer patient population:



MALIGNANT NEOPLASM IS PREVALENT

Patients with a malignant neoplasm represented **2.9M** office visits in the 12-month period



MALIGNANT NEOPLASM OF BRONCHUS AND LUNG IS THE HIGHEST REPORTED TYPE

669K or **22.7%** of visits had an associated malignant neoplasm of bronchus and lung diagnosis, which is their highest reported cancer type



TYPICALLY TREATED WITH A PRESCRIPTION

85.0% of visits resulted in a drug being prescribed



ARE SEEN BY A SPECIALIST OFTEN

On average, cancer patients were seen by the specialist **5.4 times a year**

Source: AnswerSuite TreatmentAnswers

BIOPHARMACEUTICAL COMPANIES

IN THE ONCOLOGY MARKET

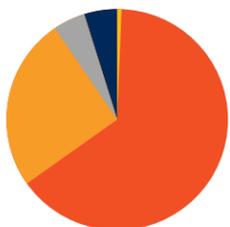
In 2021, biopharmaceutical companies...

SPENT APPROXIMATELY **\$1.1 BILLION**

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

Of **131.8M** in DTC advertising, Ibrance primarily utilized TV to reach patient and caregiver target audiences.

Ibrance 2021 DTC Mix (\$)

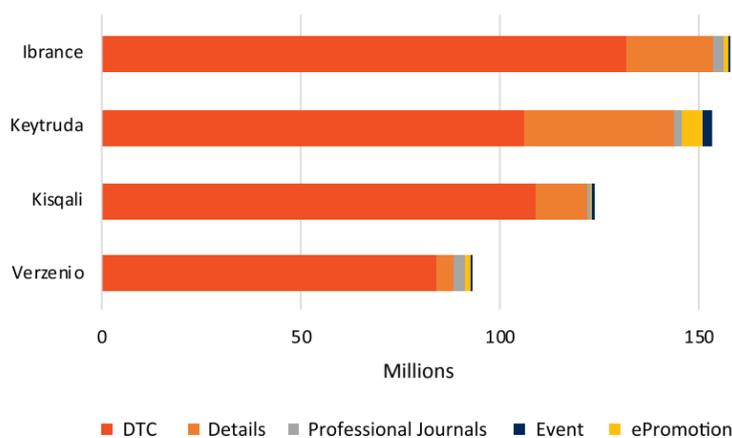


Source: AnswerSuite PromotionalAnswers/Kantar Media



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Top 4 Spending Brands in 2021



Source: AnswerSuite PromotionalAnswers/Kantar Media

The top four cancer drugs accounted for **48.9%** of the oncology market's promotional spend in 2021. Ibrance led with **131.8M** and a heavy push towards DTC advertising.

DTC spend has been on a consistent upward trend since 2015, as a result of numerous new product launches and focus on consumer marketing. In 2018, spend on DTC promotion surpassed detailing activity and remained the focus the following three years.

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.