

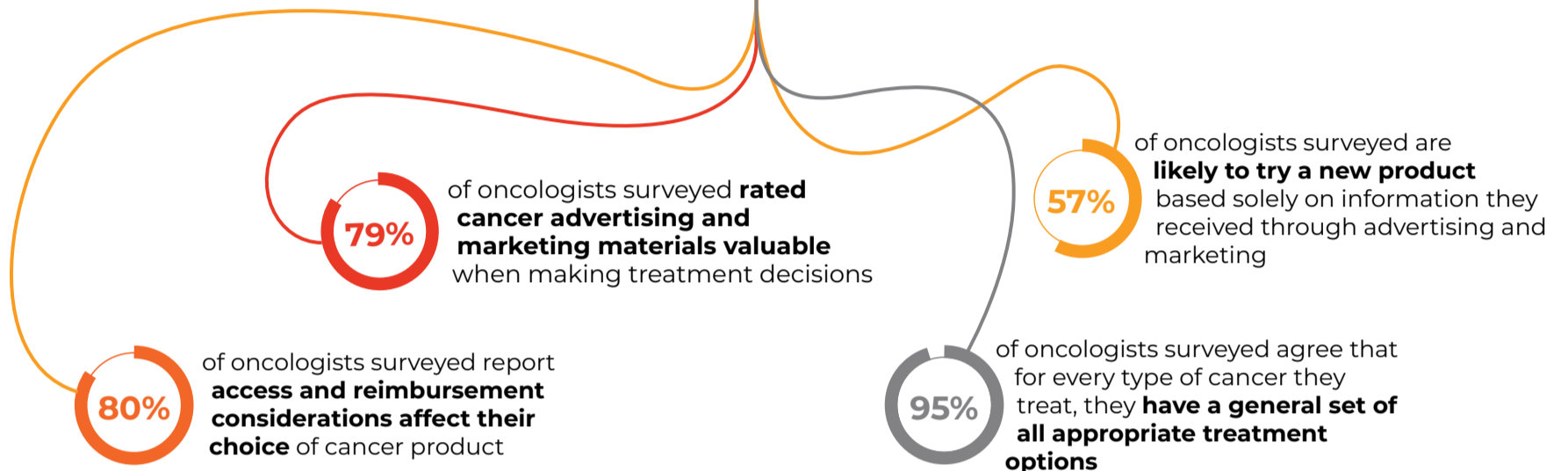
# OncologyAnswers

AnswerSuite OncologyAnswers is a **NEW quarterly market study** providing critical success information, from the mouths of oncologists to marketers, on how to position and promote oncology products.

Oncology is predicted to remain the largest therapy area in 2026, accounting for 22% of prescription drug sales<sup>1</sup>.

Biopharmaceutical manufacturers require real-time insights to optimize launch and growth strategies. OncologyAnswers includes both a quarterly pulse on market and practice dynamics, along with an opportunity for **custom survey questions specific to your brand and business**.

## Here's what **oncologists are saying**:



### Influential Factors

- Decision Influences (Associations, Organizations, etc.)
- Professional Social Media
- Peer and Colleague Influences on Treatment Decisions

### Promotional Preferences

- Impact and Influence of Sales Representatives on Treatment Decisions and Education
- Value That Sales Representatives Provide
- Visit and Message Preferences
- Impactful Qualities in Sales Representatives

### Treatment Decisions

- Reasons for Selecting and Changing Treatments
- Valuable Resources for Staying Current and Treatment Advances
- Brand Recognition Impact

### Market Access

- Method of Administration Preferences
- Reimbursement Challenges
- Patient Expense Influences
- Ways to Support Office Practice and Patient Care

## Providing insights on

### Custom Insights Critical to *Your* Business

Available **NOW** for our next quarterly fielding

- Customize questions to oncologists that matter to your business
- Direct feedback from panelists for timely, actionable results
- Trend data to measure program changes and improvements

Reach out to one of our AnswerSuite experts for more information.

Contact [gina.barbetta@syneoshealth.com](mailto:gina.barbetta@syneoshealth.com) OR [jennifer.brunner@syneoshealth.com](mailto:jennifer.brunner@syneoshealth.com).

<sup>1</sup>Evaluate Pharma. World Preview 2021 Outlook to 2026. 14th ed. July 2021. <https://www.evaluate.com/thought-leadership/pharma/evaluate-pharma-world-preview-2021-outlook-2026>. Accessed December 1, 2021.