## How to better understand diagnosis and treatment patterns

As oncology continues to rapidly evolve, choosing the right real-world data (RWD) at the right time is even more critical for life sciences commercial teams.



oncology settings, and with guidelines and standards of care changing quickly, clinical data is critical for life sciences commercial teams.1

of cancer patients are treated in community

# Cancer's growing complexity with

Cancer's growth in scale & complexity

2 Million new cancer diagnoses

In 2024, more than

were projected<sup>2</sup>



these growing numbers of cancer patients even more difficult<sup>3</sup>

Genetic mutation of cancer cells over time can impact the ways patients react to treatment

new subtypes can make treating



### Oncology's rapidly evolving landscape make it critical for commercial teams to understand as quickly as possible:

What oncology's rapid changes

mean for commercial teams



How biomarker status



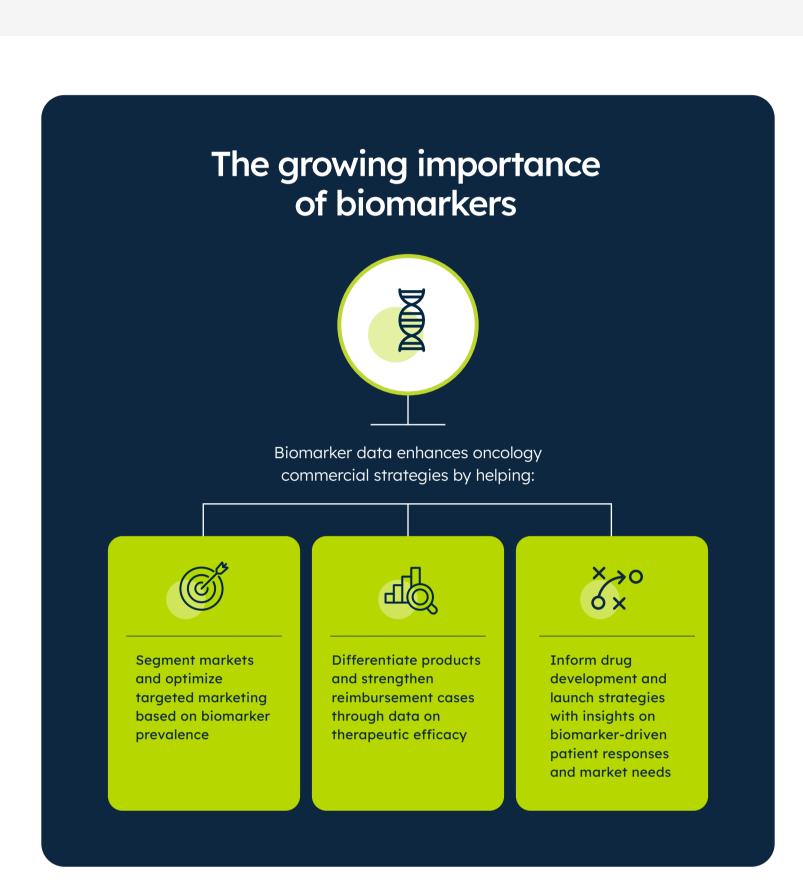


Patient treatment

journey



**Provider clinical** 



## information like staging & histology

Claims vs clinical data

healthcare usage



Claims data

diagnosis onward Updated daily Includes biomarker results

Includes detailed records such as staging, histology,

Offers complete historical and prospective view from

Offers a broad perspective on patient demographics and

Lacks detailed clinical outcomes and specific patient data

Often delayed by several months due to processing

Lacks crucial biomarker and detailed treatment

and treatment duration

Provides in-depth, provider-level insights

Clinical data: crucial tool that

strategies

Clinical data from across provider, diagnosis, disease progression, & LOT can help

life sciences companies:

informs brand

Data is generated from

The US Oncology Network,

the nation's largest

community oncology

network, which treats 1 in

5 cancer patients in the US



Identify gaps in

patient care

Educate and inform specific

### Patients with linked 350k+ biomarkers Single-source data from our leading oncology EHR, iKnowMed®, reflects physician behavior in near real-time, Actionable as oncology standard of care changes 40+ biomarkers

Access de-identified patient-level oncology data **How commercial** Track drug utilization by line of therapy at network, practice, site and HCP Level teams are using

Ontada's clinical

<sup>2</sup> American Cancer Society Facts and Figures, 2024. <u>Click Here.</u>

**RWD** 

- Get timely updates on physician-level treatment decisions
- Evaluate drug product adoption rate post-launch or following label change Map patient time-to-treatment initiation
- at the HCP level Map patient treatment journey in medical oncology setting, stage of diagnosis and HCP treatment choices
- Evaluate patient biomarker testing rates and rates of use of targeted therapies Evaluate duration of patient treatment
- Evaluate drug product choices as a function of patient biomarker results

and dose changes/titration

How can Ontada's Clinical Data solution help you make better decisions impacting your commercial strategy? Get in touch with one of our data experts to learn more.

<sup>3</sup> Why is cancer so hard to cure? Worldwide Cancer Research Organization, September 15, 2022 website. Click here.

<sup>1</sup> "Bringing Research to the Community to Reduce Cancer Disparities," National Cancer Institute, Sept. 21, 2017. Click here.

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