

# 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.



of cancer patients are treated in community oncology settings, and with guidelines and standards of care changing quickly, clinical data is critical for life sciences commercial teams.<sup>1</sup>

## Cancer’s growth in scale & complexity

In 2024, more than **2 Million new cancer diagnoses** were projected<sup>2</sup>



Cancer’s growing complexity with new subtypes can make treating 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

## What oncology’s rapid changes mean for commercial teams

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



## The growing importance of biomarkers



Biomarker data enhances oncology commercial strategies by helping:



## Claims vs clinical data



### Claims data

- Offers a broad perspective on patient demographics and healthcare usage
- Lacks detailed clinical outcomes and specific patient data
- Often delayed by several months due to processing
- Lacks crucial biomarker and detailed treatment information like staging & histology



### Clinical data

- Provides in-depth, provider-level insights
- Offers complete historical and prospective view from diagnosis onward
- Updated daily
- Includes biomarker results
- Includes detailed records such as staging, histology, and treatment duration

## Clinical data: crucial tool that informs brand strategies

Clinical data from across provider, diagnosis, disease progression, & LOT can help life sciences companies:



## Why Ontada’s real-world clinical data is different

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

Single-source data from our leading oncology EHR, iKnowMed®, reflects physician behavior in near real-time, as oncology standard of care changes

- 120+** Clinical data elements
- 85+** Cancer types
- 25+** Tumor types with mutation level data
- 350k+** Patients with linked biomarkers
- 40+** Actionable biomarkers



## How commercial teams are using Ontada’s clinical RWD

- Access de-identified patient-level oncology data
- Get timely updates on physician-level treatment decisions
- Track drug utilization by line of therapy at network, practice, site and HCP Level
- 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 and dose changes/titration
- Evaluate drug product choices as a function of patient biomarker results

<sup>1</sup> “Bringing Research to the Community to Reduce Cancer Disparities,” National Cancer Institute, Sept. 21, 2017. [Click here.](#)

<sup>2</sup> American Cancer Society Facts and Figures, 2024. [Click Here.](#)

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

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.

Learn more