



Healthcare Research & Analytics

FOR IMMEDIATE RELEASE

HRA's NEW *Dynamics in Cancer Care*™

HRA – Healthcare Research & Analytics Introduces Multi-Stakeholder Custom Research Offering that Provides Comprehensive Insights on the Cancer Treatment Market

Parsippany, New Jersey (November 15, 2012): HRA – Healthcare Research & Analytics is offering a new custom research service to its clients with inline or pipeline products in the oncology market. *Dynamics in Cancer Care*™ includes robust quantitative research and patient chart reviews across key oncology stakeholders – healthcare providers, patients, and managed care payors – to provide a complete view of oncology treatment practices, paradigms, and opportunities across a variety of tumor types.

“Oncology treatments involve more than just one decision-maker, and our *Dynamics in Cancer Care*™ program is designed with the evolving complexity of this market in mind,” said John Maglione, President and General Manager of HRA. “Utilizing a robust research approach across healthcare providers, physicians, and patients will enable us to help our clients understand the total market for their brands and where the opportunities and hurdles may present. And our ability to customize the approach and the market basket for each and every client ensures that we are not only robust in our approach, but laser-specific in terms of our clients’ key business issues.”

Dynamics in Cancer Care™ includes four possible modules that can be combined based on client need. Among healthcare providers, quantitative survey research via the DCC Providers™ module will profile and segment providers based on attitudes and behavior. The DCC Treatment™ module is comprised of a comprehensive patient chart review that delineates patient types and specific treatments applied for those patients. In DCC Patient™, survey research uncovers the role of patients in treatment decisions as well as their attitudes and perceptions. Finally, DCC Payor™ utilizes survey research to explore managed care payor practices and policies for coverage decisions in a particular therapy area, the rationale for those decisions, as well as future plans for category management.

“Our clients will gain a tremendous amount of insight through the *Dynamics in Cancer Care*™ program, to help guide marketing from both a strategic and tactical perspective and ultimately increase market share,” Maglione said. “Key needs and interests across stakeholders, understanding of drivers and barriers – as well as their importance – in treatment decisions, and a comprehensive perspective on the patient journey are all within the product’s capabilities. *Dynamics in Cancer Care*™ will help our clients in developing provider and patient profiles, as well as in assessing customer usage of current agents as well as the potential for developing compounds.”

HRA – Healthcare Research & Analytics is a consultative healthcare market research practice leveraging a flexible spectrum of solutions to support decision-making and strategy development across healthcare channels with particular expertise in the hospital setting. HRA’s team of highly-experienced market researchers combines deep domain expertise in healthcare, science, business, and statistics with a passion for uncovering insights. HRA’s portfolio of offerings encompasses quantitative and qualitative, custom and syndicated market research services to support the business needs of the pharmaceutical, biotech, and medical device markets. HRA’s people and its products provide the healthcare market with actionable intelligence – facilitating better business decisions.



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