

# Oncology forecasting

Most comprehensive forecasting solution in the industry

## At a glance

Our cancer patient flow forecast approach takes into account:

- Future patient segments that consider the flow of patient populations
- Partitioning of patients into commercially relevant segments
- Lines of therapy
- Patient eligibility based upon prior therapies
- Biomarkers and targeted therapies
- Varying competitive sets by patient segment
- Underlying assumptions for treatment allocation and rates of progression through the various therapies of variable dosing per cycle

Forecasting the commercial potential in oncology markets involves some unique challenges, including determining the correct number of patients, following them through lines of therapies and addressing various biomarkers and patient segments, which may lead to creating many different forecasts.

## Challenges and caveats in oncology forecasting

Factors that must be considered include:

- Determining relevant patient populations
- Data sources
- Definitional issues
- Methods related to quantifying disease resource and progression
- Unique target patient populations for different treatments

## Our approach to oncology forecasting

1. Define the indication/target segment Segment the target population(s), if necessary by:
  - a. Biomarker (e.g. EGFR mutations in non-small cell lung cancer)
  - b. Prior treatment (e.g., second-line platinum-resistant ovarian cancer)
2. Quantify and project target population epidemiologies over the forecast period
3. Determine current therapies for each target patient segment
4. Obtain data for historical market shares for current therapies
5. Construct market model reconciling epidemiology and current treatments for each target patient segment
6. Identify future competitors in each target patient segment
7. Construct scenario(s) around likely groups of future competitors and their product attributes.
  - a. Market research
  - b. Analogs
8. Estimate launch timing and share impacts for each competitor in each scenario
9. Apply length of therapy, dosing and pricing assumptions
10. Summarize forecast(s) in terms of treated patients, units and sales



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**Our consultants have a deep understanding of oncology and are supported by a comprehensive suite of proprietary oncology databases, tools and multiclient offers.**

## **Forecast Architect®**

Forecast Architect allows clients to apply insight and assumptions to model any number of possible scenarios for products. Using nonlinear techniques proprietary to Oracle Life Sciences, Forecast Architect reconciles epidemiologic and historical data to derive treatment rates, patient and product market shares, days of therapy, units, prescriptions and sales revenue. Alternative forecasts can be generated by changing the model's basic assumptions, adding patient data, updating epidemiologic estimates, factoring in conditions and concurrent therapies and adding or deleting marketshaping events such as regulatory changes and new product launches.

## **CancerMPact®**

CancerMPact is an invaluable and comprehensive oncology decision support resource. It can be utilized for market analysis, strategic planning and identification of commercial opportunities in the U.S., Western Europe, Japan and China. This resource is composed of web-based integrated modules: Patient Metrics (Patient Metrics – Core, Patient Metrics – Expanded Markets and Biomarker Analysis), Treatment Architecture, Future Trends and Insights, and CancerLandscape.

### **About Oracle Life Sciences**

Oracle Life Sciences is a leader in cloud technology, pharmaceutical research, and consulting, trusted globally by professionals in both large and emerging companies engaged in clinical research and pharmacovigilance, throughout the therapeutic development lifecycle, including pre- and post-drug launch activities. With more than 20 years' experience, Oracle Life Sciences is committed to supporting clinical development and leveraging real-world evidence to deliver innovation and accelerate advancements – empowering the Life Sciences industry to improve patient outcomes.

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