Malignant Melanoma | TreatmentTrends | US | Q2 2015

TreatmentTrends®: Malignant Melanoma Q2 2015 (US) is the first in a series of reports that examines current trends in the management of unresectable or metastatic malignant melanoma from the perspective of medical oncologists. TreatmentTrends are syndicated reports that provide longitudinal information on market dynamics. They provide insight into practice patterns, physician attitudes and perceptions, and current and projected use of various products. TreatmentTrends reports evaluate perceived product advantages and disadvantages as well as sales and messaging efforts of key market players.

Questions Answered in This Report:

- Assess current and anticipated prescribing of targeted therapy and new immunotherapies among unresectable or metastatic malignant melanoma patients. How does prescribing of currently available therapies differ by BRAF mutational status and by line of therapy? How is prescribing anticipated to change over the next six months?

- Assess how the importance and performance of various attributes (e.g., efficacy, safety, dosing) differ among covered products. How important, for example, is providing durable response or improving quality of life according to surveyed medical oncologists? How do currently marketed products, such as Bristol-Myers Squibb/Ono Pharmaceuticals’ Yervoy, perform on this attribute? What are the hidden opportunities and obstacles for increasing drug use for manufacturers?

- Assess and compare sales representative contact frequency, sales representative performance, and physician message recall among covered products. How many times, on average, in the past six months has a sales representative visited physicians for the various current therapies? What percentages of physicians were visited in the past month for each product, and what messages were recalled by brand?

- Understand medical oncologists’ perception of late-phase malignant melanoma therapies, including awareness of and familiarity with products in late-phase development. The report covers approximately ten products in late-phase development. Which drug characteristics do surveyed medical oncologists perceive to be the most important attributes for unresectable or metastatic malignant melanoma therapies? How do surveyed medical oncologists rank future malignant melanoma treatments (including the PD-1/PD-L1 inhibitors, BRAF inhibitors, and therapeutic vaccines)?
Scope:
Markets covered: United States.
Primary research: 97 medical oncologists.
Indication coverage: Unresectable or metastatic malignant melanoma.
Emerging therapies covered: 3 Preregistration; 5 Phase III; 2 Phase II; 1 Phase I.

Report Details
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