

# Future treatment landscape identification

## Identifying future portfolio based on current market situation in oncology therapy area in USA and EU

- **Successful KOL insights were gathered through well designed discussion guide across EU and USA**
- **Oncologists, payers and general physicians were interviewed**
- **HCPs were provided with several new technologies in market and we get them thinking on what would be the potential impact**

*Client was provided with current market situation in oncology field, key strategies to become market leader, areas with gaps and need attention*

*Result was positively resonated among internal stakeholders*

