

NEW 2020

BRAND ACCESS

Oncology Programs and Resources

Oncology Programs and Resources assesses the value of oncology company clinical and patient support/resources provided to oncologists and support staff, also identifies best approaches to ensure success with key organized customers in the oncology market.

- How is the evolving oncology market requiring new approaches to sales and marketing?
- Which support and resource offerings do oncologists and support staff value most?
- How do each company's oncology-specific resources and programs compare to similar offerings from competitors?
- How can companies develop highly effective relationships and promote successful results with organized customers in oncology?

Use **Oncology Programs and Resources** to:

- Benchmark organized customer perceptions of each company's oncology-specific resources and programs against those from competitors
- Identify and prioritize high-value resources and programs amongst oncologists and support staff in both community and institutional practice settings
- Support development of account management approaches with organized customers in the oncology market

Optimizing Company Support for Oncologists March	<ul style="list-style-type: none">• Ratings of value of each biopharmaceutical company's clinical, reimbursement, and patient support and resources in oncology• Key attributes of high-value support and resource offerings• Influence of support and resources on brand access
Optimizing Company Support for Oncology Support Staff June	<ul style="list-style-type: none">• Ratings of value of each biopharmaceutical company's clinical, reimbursement, and patient support and resources in oncology• Key attributes of high-value support and resource offerings• Influence of support and resources on brand access

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