

## BRAND ACCESS

# Oncology Pathways Engagement

Oncology Pathways Engagement provides insights on the evolution of oncology pathways, supporting timely, effective engagement with each stakeholder type to optimize access for branded oncology drugs.

- What are the current and projected implementation levels of oncology pathways by cancer type?
- Which stakeholders have the greatest influence on oncology pathway development?
- What are the key features of the trade-off analysis that oncologists use to choose between plan-, system-, and group-developed pathways?
- Where do individual health plans and organized providers fall on the continuum of oncology pathway implementation, measurement, and adherence?
- What are the best opportunities to increase brand inclusion in oncology pathways?

Use Oncology Pathways Engagement to:

- Assess current levels of oncology pathway implementation, measurement, and adherence
- Gain in-depth understanding of impact of oncology pathways and factors promoting their continued use by stakeholders
- Identify customer engagement strategies that effectively promote inclusion of brands in oncology pathways

<b>Oncology Pathway Landscape</b> April	<ul style="list-style-type: none"> <li>• Health plan, organized provider, oncologist, and pathway vendor role and influence in oncology pathway development, participation, and adherence</li> <li>• Assessment of oncologist pathway adoption at point of care, including rationales (e.g., financial incentives) for choosing plan, group, or system pathways</li> </ul>
<b>Health Plan Segmentation and Profiles</b> May	<ul style="list-style-type: none"> <li>• Framework identifying individual health plan placement on the continuum of pathway implementation, measurement, and adherence, with connection tree comprising key influencers in pathway development</li> <li>• Profiles of 20 health plans, including current pathway implementation and key attributes by cancer type</li> </ul>
<b>Organized Provider Segmentation and Profiles</b> June	<ul style="list-style-type: none"> <li>• Framework identifying individual organized provider placement on the continuum of pathway implementation, measurement, and adherence</li> <li>• Profiles of 80 organized providers (integrated health systems and community-based oncology practices), including current pathway implementation and key attributes by cancer type</li> </ul>
<b>Engaging with Oncology Pathway Vendors</b> September	<ul style="list-style-type: none"> <li>• Profiles of oncology pathway vendor organizations, including current offerings and level of treatment recommendation adoption by customers</li> <li>• Identification of key influencers of pathway development and assessment of opportunities for biopharmaceutical company engagement with pathway vendors</li> </ul>
<b>Additional Service Offerings</b>	<ul style="list-style-type: none"> <li>• In-depth report and chart pack analyzing pathways landscape by specific cancer type</li> <li>• In-depth report and chart pack analyzing benchmarking and best practices in pathway-specific engagement by biopharmaceutical companies</li> <li>• Account training on customer engagement relating to oncology pathways</li> </ul>

This product may also include relevant market alerts, real-time assessments of recent changes, or discussions of market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.

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