Ipsos Healthcare Launches Syndicated Multi-Stakeholder Biosimilar Impact Study in Oncology

Public Release Date: Tuesday, May 26, 2015, 6:00 AM EST

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry. With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,669.5 ($2,218.4 million) in 2014.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

For copies of other news releases, please visit
http://www.ipsos-na.com/news/

Ipsos Healthcare Launches Syndicated Multi-Stakeholder Biosimilar Impact Study in Oncology

New York, NY – Ipsos Healthcare has developed a syndicated Multi-Stakeholder Biosimilar Impact Study to illuminate the impact on cancer treatment of 'biosimilars' (subsequent versions of innovator biopharmaceuticals created by a different manufacturer following patent expiry). It follows the successful launch of Ipsos' syndicated Biosimilar Impact Study in the autoimmune arena in 2014.

Developed in response to the ongoing launch of oncology biosimilars in US and European markets, the new syndicated study will support pharma and biotechs in their strategic decision-making. It will combine robust patient-level data from the market-leading Global Oncology Monitor with perceptual research among doctors and payers. Subscribers will gain an understanding of both physicians' intent to prescribe the drugs across the relevant oncology indications, and payers' perceptions of biosimilars.

Specifically, the study will enable forecasting of the uptake of biosimilars in each country, topological segmentation of patients based on eligibility, physicians' awareness of different biosimilars/manufacturers and their likelihood to switch, payers' perceptions of biosimilars and anticipated formulary/guideline placement, and more.

Commented Rita Caldeira, Research Director, EU Oncology Monitor,

"Given the ongoing introduction of biosimilars in oncology, it is critical to understand how these products will impact current treatment practices – both for manufacturers of branded biologic products and those developing biosimilar options. The study has already generated valuable insights in the autoimmune market."

Added Mark Scazafave, Head of Americas & European Oncology Monitors,

"Payers will play an important role in the evolution of access to biosimilars. It is therefore essential to understand their perceptions as well as the potential leverage points that exist during the approval process, and how this differs by country."

For more information on this news release, please contact:

(EU) Rita Caldeira
Research Director
EU Oncology Monitor
Ipsos Healthcare
44 20 3059 5356
rita.caldeira@ipsos.com

(US) Mark Scazafave
Head of Americas & European Oncology Monitors
Ipsos Healthcare
(201) 529-5540
mark.scazafave@ipsos.com

Joanna Butcher
Syndicated Marketing Director
Ipsos Healthcare

+44 (0)7818 422117
joanna.butcher@ipsos.com

News Releases are available at: *http://www.ipsos-na.com/news/*