

# Ipsos Healthcare Launches Canadian NSCLC Oncology Monitor

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**Vancouver, BC, April 9, 2013** - Ipsos Healthcare, the global healthcare division of Ipsos, has announced the launch of a tumor-specific oncology monitor focusing on Non-Small Cell Lung Cancer (NSCLC) in Canada.

The Canadian NSCLC Monitor is the first in a series of syndicated, cancer-specific monitors to be launched in Canada. Covering all lines of NSCLC across all provinces in Canada, it will allow clients to understand and track actual NSCLC treatment patterns across the country.

Oncology is the single largest therapy area within Ipsos Healthcare, and this study will complement the company's Global Oncology Monitor, which spans the Americas, Europe, Asia Pacific and Japan.

Mark Scazafave, SVP of the Oncology Monitor in the Americas, commented:

"With the exception of non-melanoma skin cancer, the most common types of cancer in Canada are lung, prostate, breast and colorectal cancers; these will be our focus moving forward - starting with NSCLC. The Canadian NSCLC Monitor, together with the forthcoming monitors, will enable us to answer a myriad of questions about the oncology market across Canada."

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### **About Ipsos Healthcare's Global Oncology Portfolio**

In addition to its market-leading Global Oncology Monitor – which offers syndicated data on all key patient & treatment metrics – Ipsos Healthcare's global oncology portfolio includes pre- and post-launch qualitative and quantitative research, forecasting, data analyses and oncology consulting. Fluency in this highly complex disease area ensures that research findings become actionable recommendations.

### **About Ipsos Healthcare's Global Therapy Monitors**

Ipsos Healthcare's Global Therapy Monitors comprise the industry's largest portfolio of syndicated patient chart audit data. The suite of global studies tracks usage of treatments across 20+ disease areas, including Metabolics, Oncology, Virology, Autoimmune, Cardiovascular and more. Together, they encompass 4000 physicians reporting on 200,000 patients in 34 markets worldwide. Subscribers to the Global Therapy Monitors can track product usage and maintain a comprehensive understanding of their ever-evolving markets.

### **About Ipsos Healthcare**

Ipsos Healthcare is a global specialised practice focusing on research in the pharmaceutical, bio-tech and medical device markets. It is also a leading provider of global syndicated patient chart studies in 34 markets. Operating in over 40 countries, the team of 500 healthcare market research experts, marketers and client-side brand-builders focuses on delivering outcome-oriented research for its clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programs to evaluate the motivations, experiences, interactions and influences of stakeholders forming the multi-customer markets that increasingly drive business success in the healthcare industry.

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