

ASCO '08

» THE COMPETITION FOR SHARE OF VOICE DESCENDS UPON CHICAGO, AND THE SURVEY SAYS...

In a survey of 100 US oncologists that attended ASCO, Market Strategies International tells us why oncologists attend ASCO and which companies made the “biggest splash” at this year’s meeting.

With over 5,000 clinical studies presented at ASCO 2008, and millions of dollars spent on booths, travel, symposia, “gifts,” brochures, training and market research, it’s no wonder oncology companies are so thoroughly focused on who won the battle for customer share of voice and how its clinical data will be interpreted by physicians and Wall Street analysts. Indeed, ASCO has become the proverbial 800 pound gorilla, where the future of a company’s product(s), and even its image among key stakeholders, can rise or fall on the “buzz” created at this very important meeting.

In an effort to better understand who came out ahead and what findings physicians took away, Market Strategies International surveyed 100 US oncologists* one week after their attendance at ASCO '08. The respondents represent the typical oncology practice in the US—primarily office-based group practice members who have been in service for an average of 11 years and are treating an average of 115 patients a week while participating in a limited number of clinical trials (10 or less on average) each year.



Today's news is so yesterday. What about tomorrow's? Our newest edition, OBR Radar, looks forward into future market moving events such as clinical data release dates, FDA action dates, and the ODAC schedule. Check out the new OBR Radar at www.oncbiz.com.

Physicians' Primary Reasons for ASCO Attendance

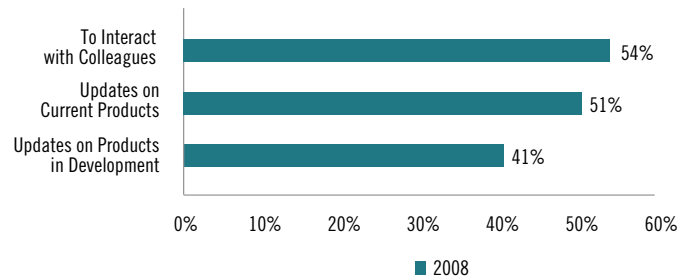


Figure 1.

Overall Value of ASCO

ASCO continues to be perceived as a reasonably valuable venue at which those primary goals can be accomplished.

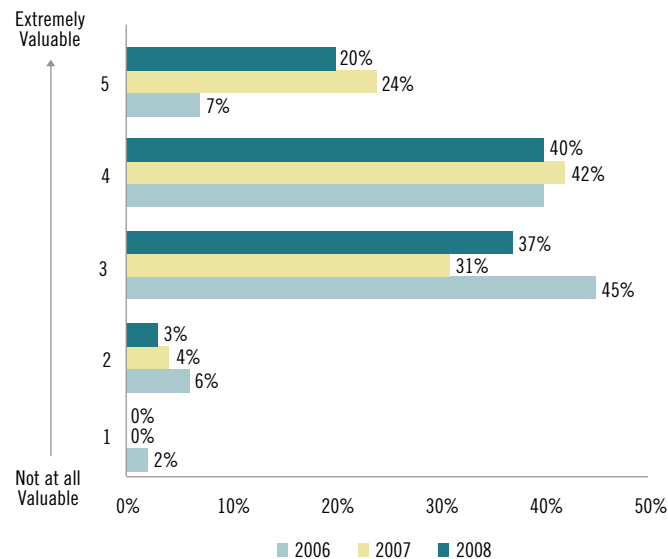


Figure 2.

Company that Performed Best & Reasons for Best Performance

When asked for their “top-of-mind” perception as to who performed the best at ASCO, Genentech was perceived as having the greatest positive “buzz” by nearly half the physicians surveyed. The company was followed distantly by Eli Lilly, Novartis, and Sanofi-Aventis (Fig. 3). Genentech’s upfront and center booth location on the exhibit floor may have helped, but the goodwill they have generated about their products was also a significant contributor. For the next tier of companies, the perception of overall performance was driven heavily by the information presented at the meeting (Fig. 4).

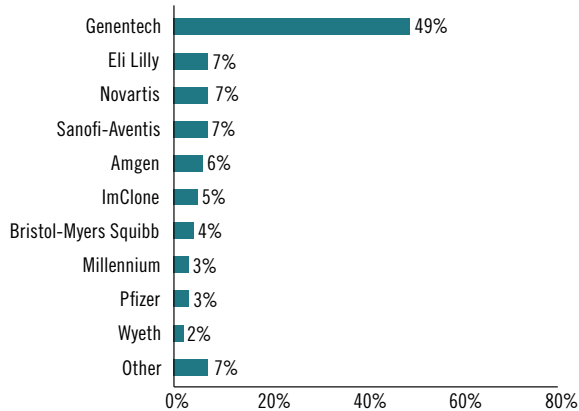


Figure 3.

	Genentech (n= 48)	Eli Lilly (n=7)	Novartis (n=7)	Sanofi-Aventis (n=7)
Good display/presentation	25	4	2	2
Good information	13	4	5	4
Good products	14	0	1	1
Good staff/representatives	4	1	0	2
Company presence/reputation	5	-	1	-
Promising new/pipeline drugs	3	-	1	-
Other	6	-	-	1

Figure 4.

Overall Performance

While Genentech was the highest overall performer (for the third year in a row), data from Figure 5 shows the gap is narrowing between Genentech and the other top performing companies. Novartis, Sanofi-Aventis, Pfizer, and BMS improved significantly over previous years while Genentech declined from its 2007 rating. Celgene made a significant jump from 16th to 9th position.

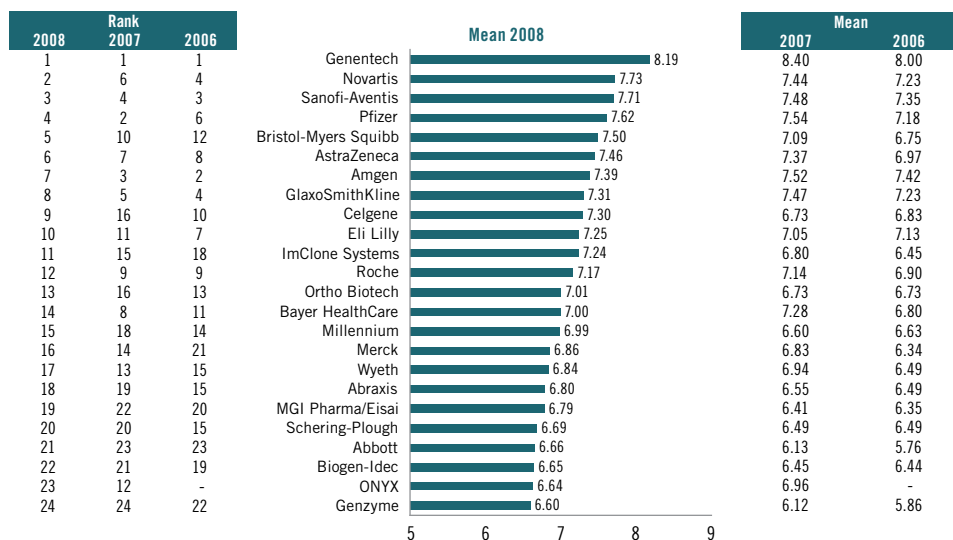


Figure 5.

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“Up and Coming” Companies in Oncology

Although Genentech continues to be clearly viewed as the “best” performing company, no one company received a big boost as an “up and coming” company based on their ASCO performance. Millennium was mentioned by physicians (13%) as the most important “up and coming” oncology company, followed by Celgene and ImClone. “Up and coming” status is driven primarily by products a company has in development, as well as the market expansion work a company is doing on its existing products (Fig. 6).

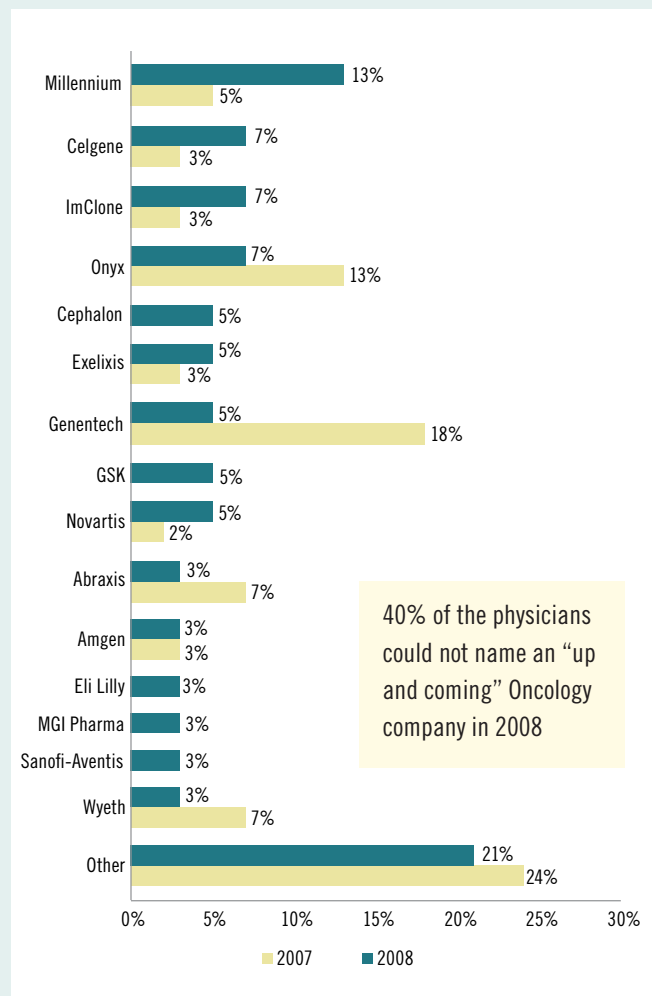


Figure 6.

Factors Important in a Physician’s Decision to Visit a Company’s Booth

Since companies spend thousands of dollars in designing and resourcing their booths, Market Strategies wanted to understand why physicians visited a company booth. This is particularly important because physicians visited, on average, 15 booths and spent between 8 and 15 minutes at each one.

Based on a tradeoff exercise conducted with the oncologists who participated in this research, physicians visit booths primarily to gather information on a company’s pipeline and to gain access to sales representatives and scientific staff. Surprisingly, giveaways were also determined to be an important draw, while information about symposia, current products (even though they said upfront this was a major reason for attending), and reimbursement/patient assistance programs were not major draws (Fig. 7).

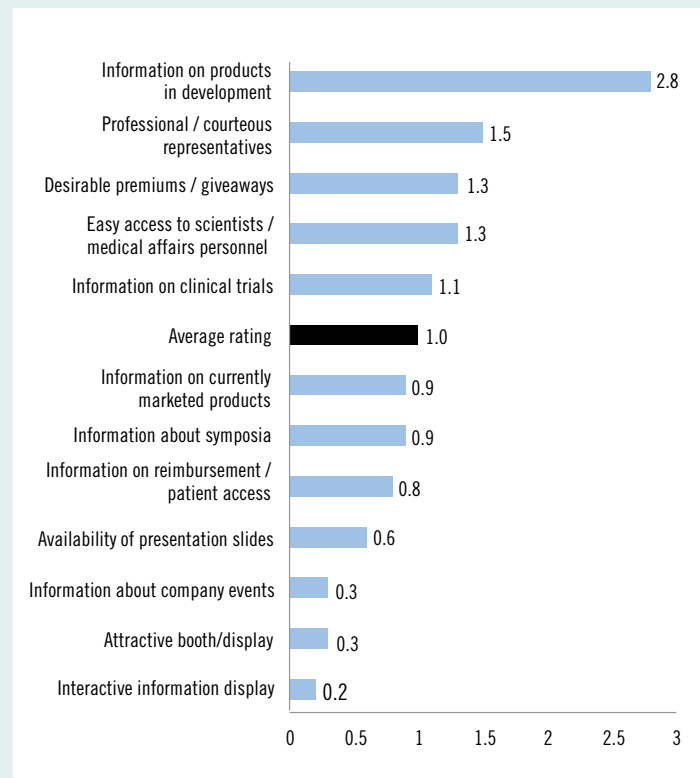


Figure 7.

Company with the Most Exciting Pipeline

When physicians were asked which company had the strongest pipeline, slightly more than a quarter of the oncologists said Genentech. Novartis, who many thought stole the show with the data release of powerful studies on Zometa® and RAD001, jumped up to second place. Amgen and Pfizer were tied for third (Fig. 8).

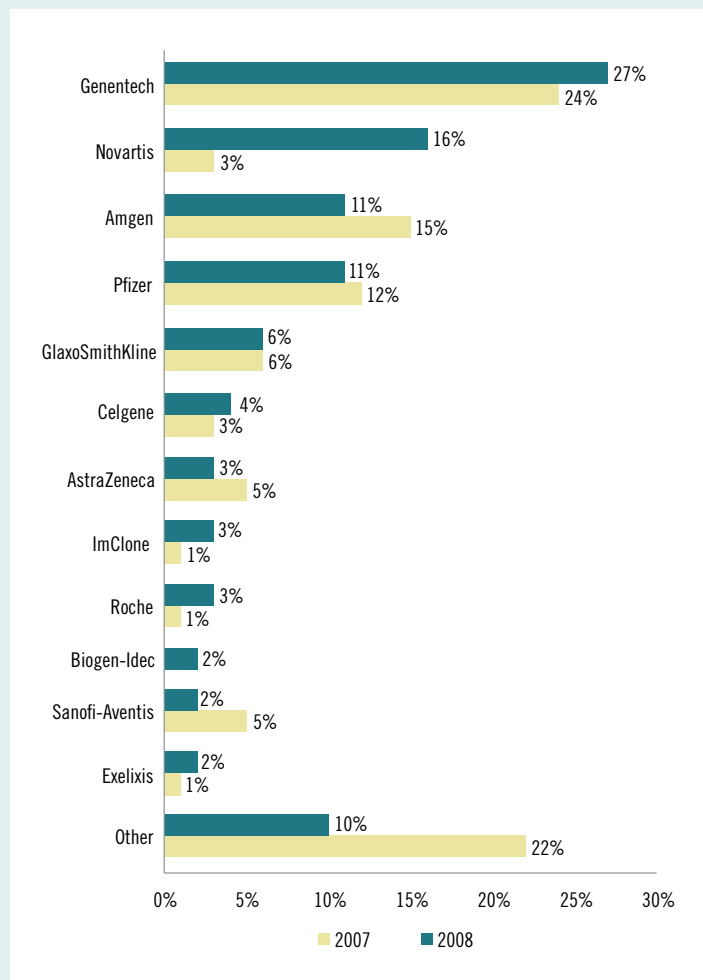


Figure 8.

Improved Impression of Products

Unlike previous years when presentations related to certain products, such as Herceptin®, Avastin®, Revlimid®, Tykerb®, and in 2007, all the renal cell drugs, the 2008 meeting had less impact on any specific brand's image. In fact, nearly two-fifths of oncologists indicated that their impression did not improve for any product. However, the Erbitux® lung and colorectal data and the Zometa breast cancer data boosted the image of these two products (Fig. 9).

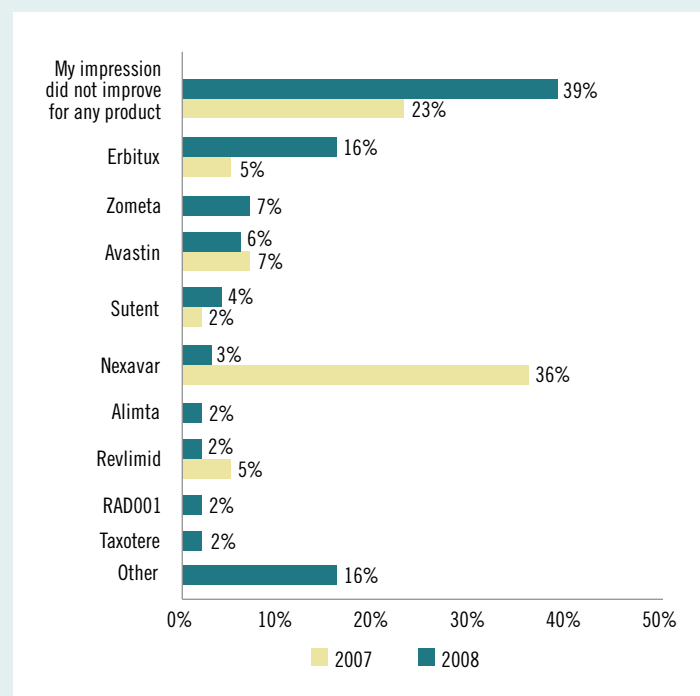


Figure 9.

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>> OBR DAILY NEWS FLASH

The Centers for Medicare and Medicaid Services (CMS) recently recognized the NCCN Drugs & Biologics Compendium™ as a source in determining coverage decisions for anti-cancer chemotherapy drugs, and other drugs and biologics used in cancer care. (CMS, 6/5/08)

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Expected Change in Current Standard of Care by...

While last year's meeting was all about renal cell carcinoma, ASCO 2008 was all about breast cancer, colorectal cancer, and non-small-cell lung cancer. Based on the data presented, one-third of respondents expect Zometa to impact the standard of care in breast cancer, while over half of the respondents believe that the Erbitux data presented in colorectal and non-small-cell lung cancer will change the standard of care in those diseases.

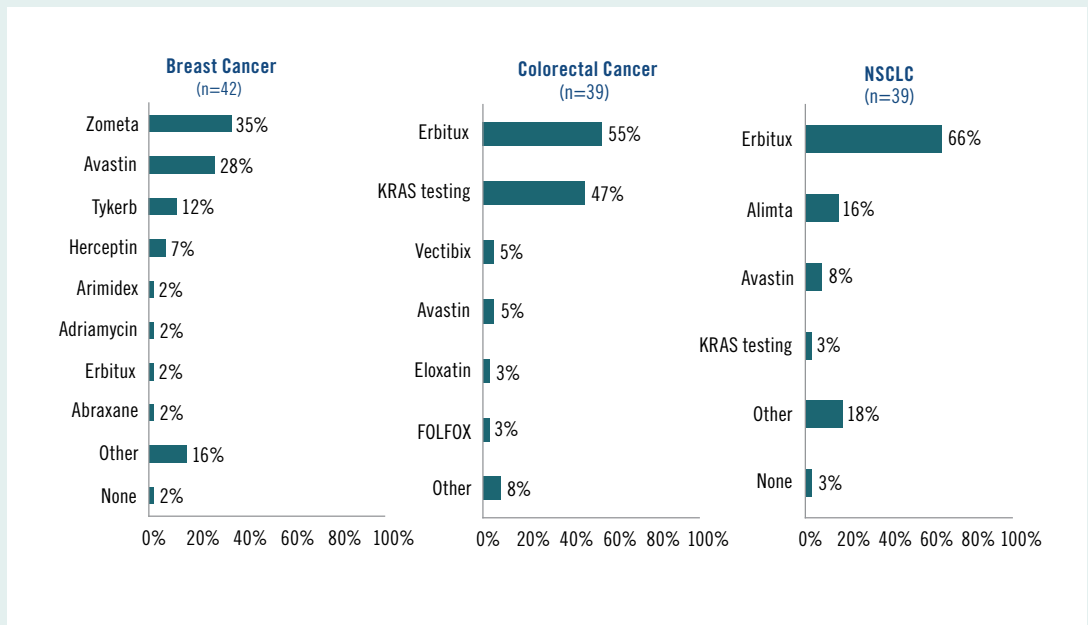


Figure 10.

In Conclusion

ASCO 2008 was a fairly “average” meeting as ASCO meetings go. No major new data were presented that will shake the foundation of care in any specific disease or patient population, but there were incremental gains in breast, non-small-cell lung and colorectal cancers. These clinical gains will benefit Zometa and Erbitux, as well as the companies who market these products (Novartis, Bristol-Myers Squibb and ImClone, respectively). Overall, Genentech continues to dominate the show in the minds of community oncologists, although Novartis is beginning to be noticed, driven by information coming from their clinical team on Zometa as well as their pipeline products like RAD001.

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About The Contributors Of This Survey

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Market Strategies International is a full-service market research and consulting firm with extensive experience in the communications, energy, financial services, healthcare, and technology sectors. Market Strategies employs more than 250 senior consultants, researchers, statisticians, and project managers and specializes in the areas of customer satisfaction and loyalty, market opportunity assessment, market segmentation, message and communications testing, usability evaluation, and brand assessment and management. Founded in 1989, Market Strategies is headquartered in Livonia, MI, with regional offices in: Portland, OR; Atlanta, GA; New Providence, NJ; Little Rock, AK; Hong Kong, PRC. **Please visit www.marketstrategies.com for more information.**