



April 2020

Innovation and Customer Value in Breast Cancer

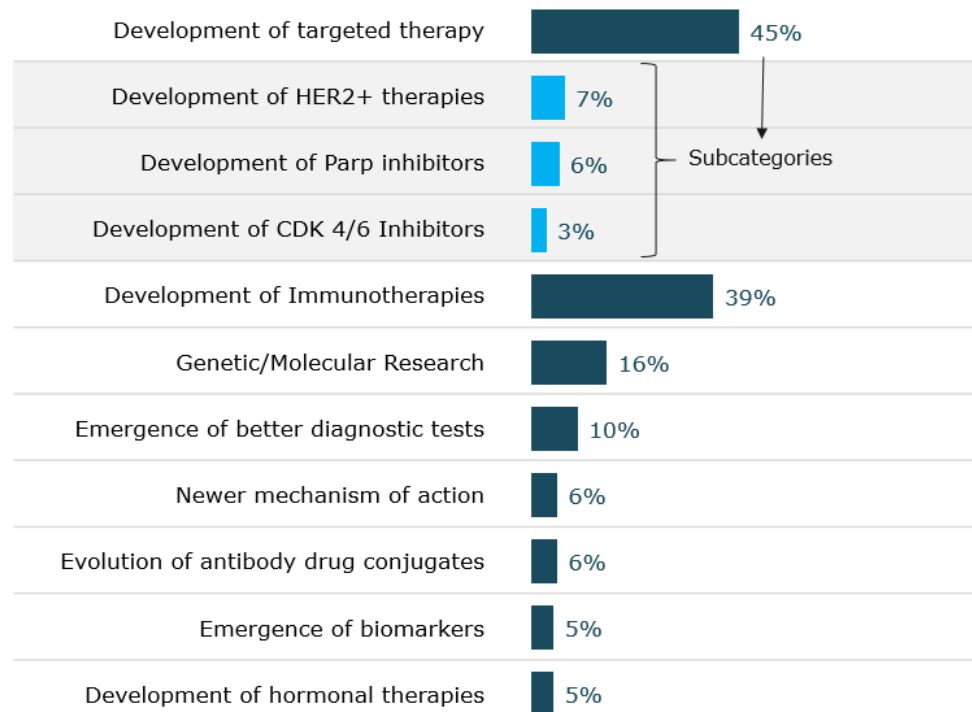
Targeted and immunotherapies top the list of innovations that oncologists see as most likely to change breast cancer treatment in the near future.

KMK Consulting's recent Innovation and Customer Value Survey in breast cancer explores oncologists' perspectives on the innovations they are looking forward to in the next two years, and the companies they see as best positioned to deliver them.

What innovations are oncologists looking forward to in breast cancer therapy over the next two years?

Oncologists see the following innovations as having the greatest potential to impact the treatment of breast cancer in the next few years: developments in targeted therapies like HER2+ and Parp inhibitors, and the further development of immunotherapies.

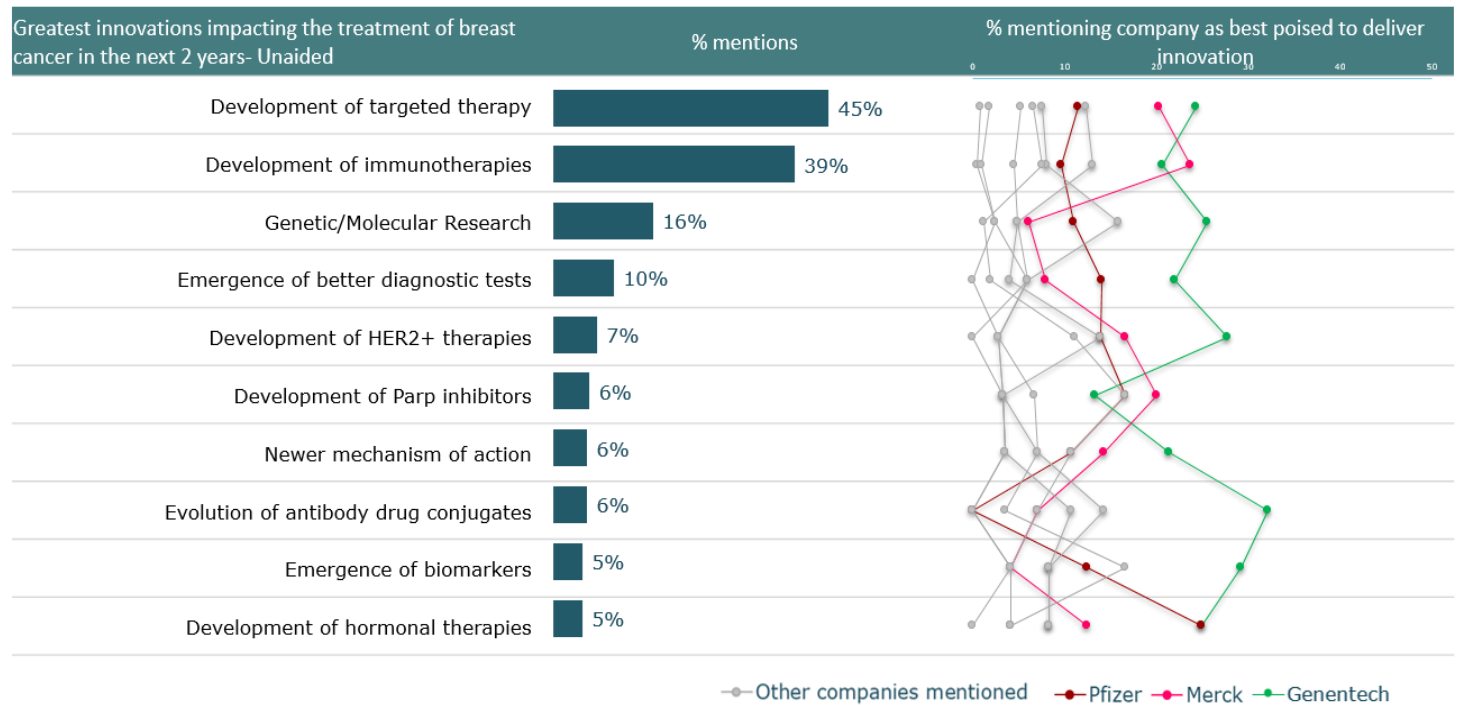
Greatest innovations impacting the treatment of breast cancer in the next two years- Unaided



Which companies are best poised to deliver these innovations?

Oncologists are most likely to cite Genentech and Merck as best poised to deliver the innovations that will have the greatest impact on breast cancer management.

Oncologists generally cite Genentech and Merck as best positioned to deliver on the innovations that will have the greatest impact on breast cancer management in the next two years.



Company

About the Innovation and Customer Value Study

KMK Consulting's Innovation and Customer Value Study was fielded in February 2020 with 250 oncologists with the goal of gathering critical customer insights into the value of various biopharma service offerings and company performance on these dimensions.

About KMK Consulting

KMK Consulting Inc. is headquartered in Morristown, New Jersey, and provides commercial insights via Primary Market Research, Marketing Analytics and Sales Force Effectiveness, along with Health Economics and Outcomes Research (HEOR) for the pharmaceutical/ biotech industries.

If you're interested in discussing the survey results in detail, please contact:

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