

# OLSON RESEARCH SPECIALTY FOCUS

## ONCOLOGY

Reach with Oncologists and Related Stakeholders

11,000

Unique oncologists with email in our database. There are many categories under the umbrella of oncology; Olson Research's access extends to oncology sub-specialties such as Medical, Hematologic, Radiation, Pediatric, Gynecologic, Surgical and UroOncology.

**In the past 12 months, Olson Research has successfully fielded over 340 oncology research studies, ranging from targeted, niche qualitative exercises to large-scale quantitative chart audits.**

Access to other Oncology Stakeholders includes:

- Oncology Nurses
- Office/Practice Managers
- Key Opinion Leaders
- Patients and Caregivers
- Payers

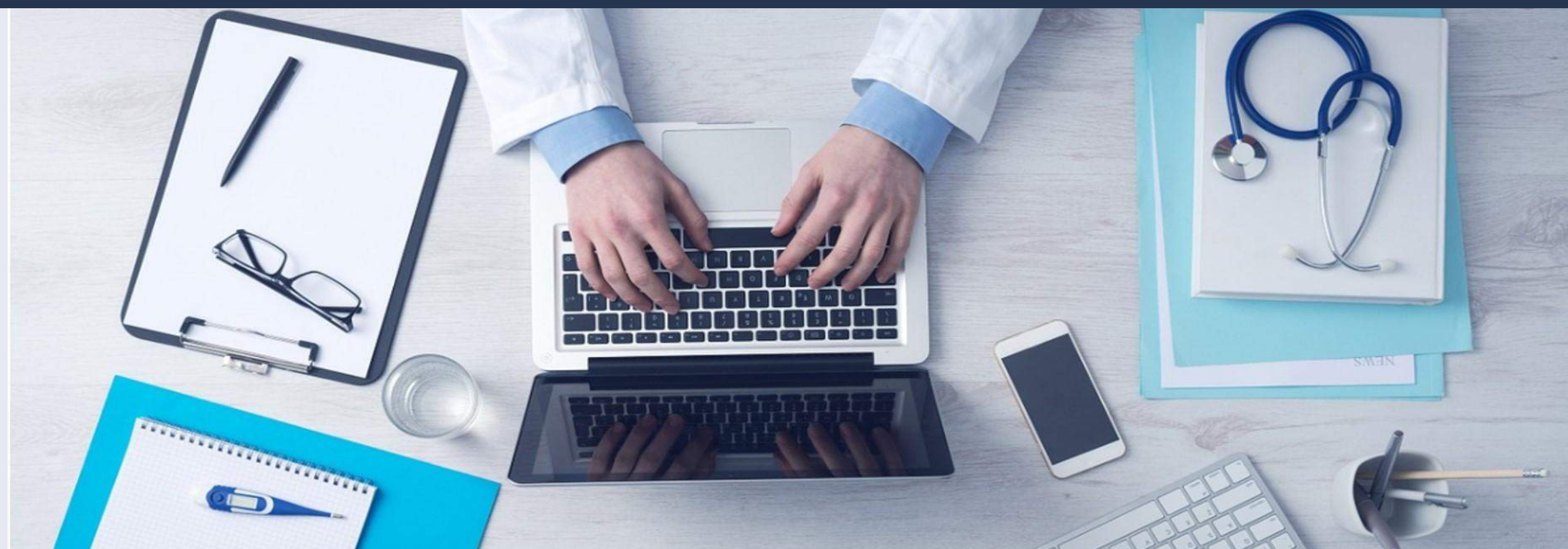
### Oncology Research Topics

- Multi-Tumor
- Leukemia/CLL/AML/ALL/CML
- Lung Cancers / NSCLC / SCLC
- RCC
- Skin Cancers / Melanoma / BCC
- Breast Cancer
- Colon Cancer
- Ovarian Cancer
- Multiple Myeloma
- Bladder Cancer
- Myelodysplastic Syndrome
- Stem Cell Transplant
- Biomarkers
- Immunotherapy
- HCC
- Prostate Cancer
- Lymphomas / DLBCL / CTCL
- Head and Neck Cancer
- Neuroendocrine Tumors
- Tissue Testing
- Biosimilars
- Pancreatic Cancers
- Tumor Mutation
- Carcinoid Syndrome (NETs)

### Oncology Methodologies

- Chart Audits
- Visual aid / Sales aid testing
- In-person depth interviews
- Web-assisted depth interviews
- Telephone depth interview
- Online quantitative surveys

Sample sizes up to 300 Oncologists



### Recent Oncology Project Example



#### Therapy Tracking Study

Global pharmaceutical company request to consistently monitor prescribing trends and combinations over time and assess market events in real-time. We survey 80-90 oncologists on a quarterly basis. Study fields for 6-8 weeks, with a slight pause for adjustments before each new quarter.

This study demonstrates Olson Research's ability to align our process with unique client needs. We combine our robust programming with specific tools to reduce respondent fatigue and boost engagement to consistently deliver on quota projections.

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