

Oncology is in a Golden Age  
of Treatment Advances.

To Succeed, You Need  
the Gold Standard  
of Market Trackers.

**Introducing TNS Healthcare's *Oncology Market Tracker*:  
The Most Complete Source for Measuring and Monitoring  
Oncology trends across Europe, North America and within  
the emerging markets of Asia and Latin America.**

Oncology is in a golden age of therapeutic advances, with sharp increases in growth and demand. Along with the new opportunities come new challenges, including fragmented patient segments, packed pipelines, new competitors, growing price pressures and rising R&D costs.

TNS Healthcare's new *Oncology Market Tracker (OMT)* is designed to ensure your success in this complex environment. You told us what other trackers were missing. And we crafted OMT to fulfill those needs, with the benefits most important to you:

- The most robust physician sample, for *insights into even rare indications*
- The most advanced methodology, for *reliable projections, validated to match actual sales data*
- The deepest oncology expertise — including an Oncology Centre of Excellence — for *the most effective consulting support and business guidance*. OMT is built on TNS Healthcare's rich legacy of expertise and leadership in international oncology market research in North America, Europe and Asia, including more than two decades of experience in oncology monitoring.
- The strongest customer service, for *fast answers to questions and accurate interpretation of results, including cross-country comparisons*

Be prepared to seize the golden opportunities in today's oncology market!

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07-08