

2008-2011 Oncology Intelligence Research

16
Tumor
Types

ThoughtLeader Profiles
Treatment Profiles
In-depth Report
Geographic Area

Tumor Type	ThoughtLeader Profiles	Treatment Profiles	In-depth Report	Geographic Area
BREAST	✓	✓	✓	USA, EU
COLORECTAL	✓	✓	✓	USA, EU
GASTROINTESTINAL			✓	USA, EU, Global
GENITO-URINARY	✓		✓	USA, Global
GYNECOLOGIC			✓	USA, Global
HEAD & NECK			✓	USA
MELANOMA	✓	✓	✓	USA, EU, Global
PROSTATE		✓	✓	USA, EU
THORACIC	✓	✓	✓	USA, Global
HEMATOLOGY	✓	✓	✓	USA, EU, Global
AML			✓	USA, Global
CLL	✓	✓	✓	USA
CML	✓	✓	✓	USA
CTCL	✓	✓	✓	USA, EU
MULTIPLE MYELOMA	✓	✓	✓	USA, EU
PTCL	✓	✓	✓	USA

**Valuable
Data
Bank**

62,000+

Multi-Disciplinary
Cancer Treater Profiles

13,500+

Completed
Responses

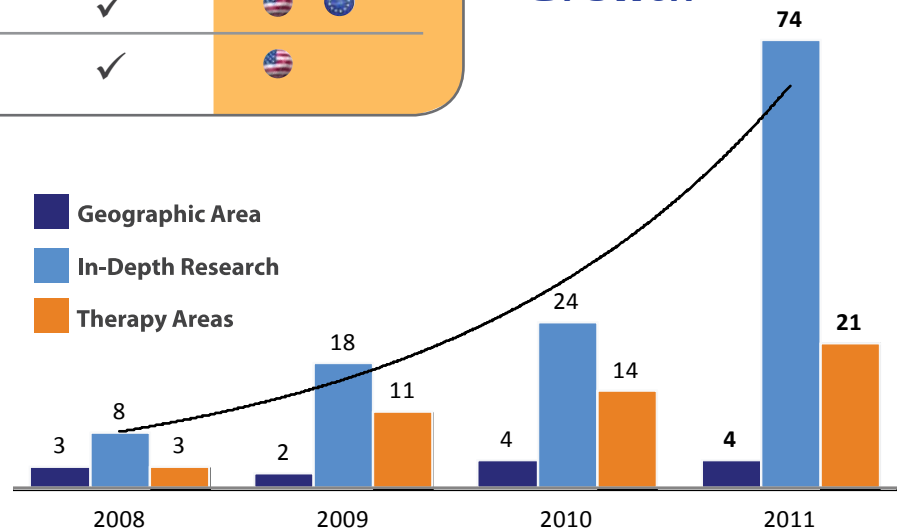
3,600+

ThoughtLeader
Profiles

132

In-depth Cancer
Research Studies

2008-2011 Growth



Benefiting

- Strategic Marketing
- Market Research
- Business Analytics
- Field Teams
- Healthcare Professionals
- Medical Professional Organizations
- Medical Affairs
- Life Science Service Providers

ARCAS' OFFERINGS

MDOUTLOOK®



Unique online platform offering a comprehensive insight of global clinical decision patterns, clinical treatment choices and study of ThoughtLeader influence for improved understanding of complex diseases.

BusinessOptimizer™



Integrated strategic, consulting and marketing services that help drive your commercial growth by utilizing well-proven analytical approaches and strategic methodologies.

OutcomeOptimizer™



Encompasses novel concepts to implement your medical strategy and ensure your programs' success.

Profile Highlights (for all regions)

BREAST

830.....ThoughtLeaders
10,520...Physicians

MELANOMA

768.....ThoughtLeaders
8,303.....Physicians

CTCL

391.....ThoughtLeaders
1,898.....Physicians

MULTIPLE MYELOMA

181.....ThoughtLeaders
1,734.....Physicians

HCC

226.....ThoughtLeaders
1,476.....Physicians

PTCL

303.....ThoughtLeaders
929.....Physicians

THORACIC

1,233.....ThoughtLeaders
12,180...Physicians

Geographic Area



UNITED STATES



EUROPE

Albania	Luxembourg
Austria	Malta
Belarus	Moldavia
Belgium	Netherlands
Bosnia and Herzegovina	Norway
Bulgaria	Poland
Croatia	Portugal
Cyprus	Romania
Czech Republic	Russia
Denmark	Serbia
Estonia	Slovakia
Finland	Slovenia
France	Spain
Germany	Sweden
Greece	Switzerland
Hungary	Turkey
Ireland	Ukraine
Italy	United Kingdom
Latvia	
Lithuania	



GLOBAL

Afghanistan	South Korea
Algeria	Kuwait
Argentina	Macedonia
Aruba	Mexico
Australia	Mongolia
Bahrain	Morocco
Bangladesh	New Zealand
Bolivia	Nigeria
Brazil	Oman
Canada	Panama
Chile	Puerto Rico
China	Qatar
Colombia	Saudi Arabia
Ecuador	Singapore
Egypt	South Africa
Georgia	Sri Lanka
Ghana	Sudan
Guatemala	Thailand
Hong Kong	Trinidad and Tobago
India	US Virgin Islands
Indonesia	United Arab Emirates
Iran	Uruguay
Iraq	Venezuela
Israel	Yemen
Japan	
Jordan	



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