Overview
The rapid development of emerging therapies for prostate cancer treatment, combined with the growing prevalence of disease in the aging U.S. population, translates into a dynamic treatment market. Increasingly, the choice of a therapy or combination of therapies is a team decision, often involving the urologist, the radiation oncologist, and the patient himself. This report will provide specific insights into the roles of the urologist and the radiation oncologist in the prostate cancer treatment process, including procedure volumes, opinions about the relative efficacy of different therapies, and decision factors in the choice of suppliers. The research will also highlight key market trends that will impact the mix of providers and therapeutic options used in the near future.

What you’ll learn in this report

Present Use of Therapeutic Options

• What patient criteria most directly affect the choice of therapeutic options by physicians?

• What combinations of prostate cancer therapies are growing in popularity?

• What impact do patient-related considerations have on the selection of therapies for prostate cancer, and how is this impact changing?

• How do both urologists and radiation oncologists rate key suppliers of brachytherapy on decision factors such as product quality, pricing, customer service, and product innovation?

Key Market Trends in Prostate Cancer Treatment

• Which emerging therapies will experience particular growth during the next three years, and why?

• What market factors will affect the adoption of emerging prostate cancer therapies?

• How will the roles of specialists change? For example, will urologists increasingly self-refer patients for radiation therapy?

• What impact will the availability of Proton Beam Therapy have on providers of EBRT?

• How do clinicians expect the treatment of prostate cancer to change five years from now?

Market Research Methodology

Sampling Frame: This report will utilize online and personal interviews conducted in June 2007 with over 237 urologists and radiation oncologists who actively treat prostate cancer patients across the United States. This sample will be divided as equally as possible between the two specialties.

IMV Market Research Report Advantages

Since 1977, IMV has been a leading supplier of market information to the diagnostic healthcare industry, providing site-specific databases and comprehensive market reports that address the radiology, cardiology, and oncology markets.

• Broad Coverage: Sample size of over 237 clinicians located across the U.S. to ensure accuracy of analysis and confidence for business planning.

• Data Accessibility: 80+ pages with over 50 graphs and statistical tables to help you interpret the data to make better strategic decisions.

• In-depth Analysis: Includes not only top-level statistics summaries, but also analyses by specialist type, by types of treatments provided, and by practice type.

• Market Trends through 2010: Respondent opinions and verbatim quotes about pending developments in their market areas, including expected use of established and emerging therapies in three years.

Call IMV to order your report today!

Price for hardcopy report + PDF for corporate use: $7,750
Call your IMV account representative at 847-297-1404, ext 115, or e-mail sales@imvinfo.com for more information about this or other IMV market reports.

Publication date: August 2007