



Why Choose Proximity?

1. We help you better understand your most important oncology customers



Integrated Delivery Networks (IDNs)

IDNs are complicated, inward-facing, and opaque. We help you understand their management strategies and decision-making processes.



Community Oncology

Community practices are permeable. We help you identify which practices are most likely to benefit from enhanced manufacturer relationships.



Payers

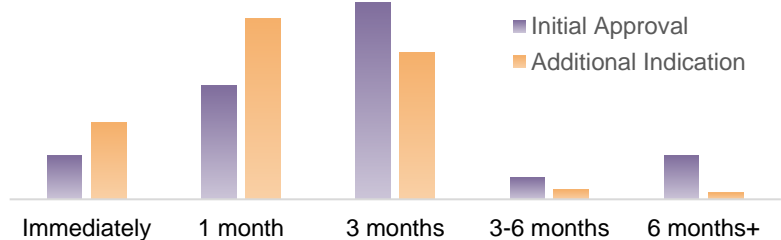
The payer landscape is fundamentally changing as payers vertically integrate. We help you distinguish between opportunities, threats, and noise.

2. We help you navigate your product's journey to "Routine Access"

All new products must overcome assessment, approval, and implementation processes.

- Assessment isn't just P&T; companies need to navigate oncology sub-committees, high-cost drug reviews, and drug information groups
- Instant approval is by exception only; failure to appreciate complexity **WILL** result in delays
- Technical EHR Implementation can add months to timelines; order sets are table stakes for physician prescribing

Time from FDA approval to "routine access" in EHR – where does your company fall?



Did you know? IDNs use the following assessment committees in addition to P&T

71% ...Drug Informatics Group

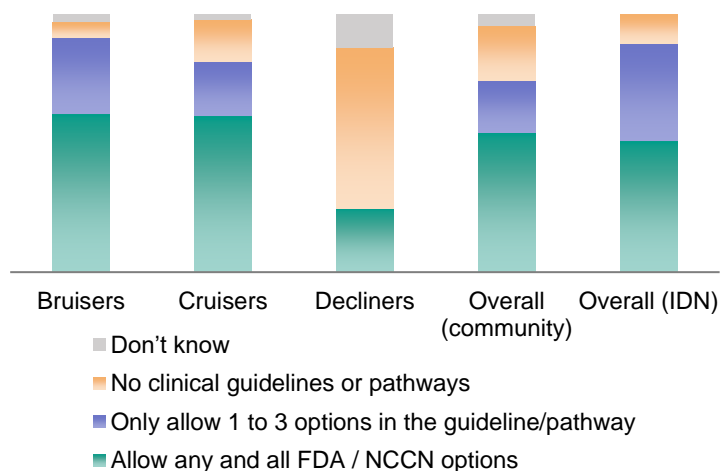
89% ...Oncology Subcommittee

83% ...High-Cost Drug Committee

Source: 2021 IDN Primary Research Report

3. We help you understand how treatment pathways impact your products

Utilization of clinical guidelines or pathways by community practices and IDNs



Source: 2021 Community Primary Research Report

Do pathways matter in oncology?

- Pathways matter for IDNs; ~1/3 report using at least 1 restrictive oncology pathway
- In the community setting, pathways are commonly seen only in large, sophisticated practices associated with oncology networks (think USON, AON, OneOncology)
- Proximity helps you understand which account segments are most likely to use pathways

2022 Research Year Offering

Proximity's "Insights To Access" Tool Kit	Integrated Delivery Networks (IDNs)	Community Oncology	Payers
Primary Research	Q2	Q2	Q3
Provider DataSets	Q2	Q2	-
Landscape Reports	Q3	Q4	Q3 & Q4
Special Topic Report	Q4		
Podcast Series	Quarterly Broadcasts		
Research Readouts	3x/year (Spring, Summer, and Fall Updates)		
Inquiry Hours	Up to 10 complimentary hours (as needed)		

Why Proximity?

Exclusively focused on oncology • 300+ providers/payers surveyed annually • In-person readouts provide deep insights • Current sponsors include most "Top 20" oncology pharma

For more information on pricing, or to schedule a presentation, contact:

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