

OncoINTEL Assessment

OncoINTEL helps cancer programs answer key strategic questions, such as:

- ? How well do we retain cancer patients after they are diagnosed by our program? Are certain disease types leaking to competitors?
- ? How big is our cancer market overall? How much will it grow over the next five years?
- ? What are the top cancer program growth opportunities in our market?
- ? Which cancer types or geographic areas should we prioritize and invest in?

Analyze your cancer program's current market performance and identify future opportunities.

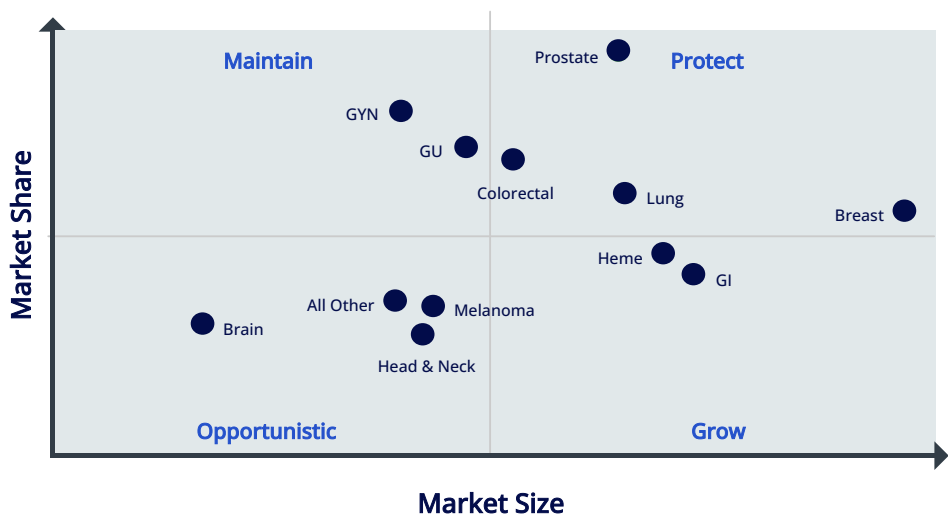
With one in two women and one in three men projected to be diagnosed with cancer during their lifetime, understanding how to best serve cancer patients and optimizing management of the broader oncology service line is critical to the well-being of communities and health systems.

Detailed analytics enable cancer programs to better understand the current state of their service offerings as well as identify development needs, growth opportunities, and investment options.

OncoINTEL is an assessment tool that measures your cancer program's performance and capabilities against the local market and helps organizations prioritize efforts to increase access, improve patient care, and advance service offerings.

HOW IT WORKS

OncoINTEL uses proprietary modeling to provide your cancer program with a detailed, quantitative analysis to better understand your market and performance within it.



STEP 1: COLLECT DATA

You provide one readily available data set to ECG.

STEP 2: ANALYZE PERFORMANCE

The Center for Advanced Oncology compares your program's performance against the local market.

STEP 3: CREATE ACTIONABLE REPORTS

We identify key strategic opportunities in the local cancer care market over the next five years.

Reporting and Pricing Options

The OncoINTEL assessment includes insights based on three core analyses:

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Volume Trend

Cancer registry volume and distribution trends by tumor site, histology (tumor type/behavior), and patient origin

Tumor Site	CY 2017	CY 2019	% Change
Prostate	High	High	+35%
GYN	High	High	+3%
Breast	High	High	+26%
Lung	High	High	+29%
GU	High	High	+42%
Heme	High	High	+28%
Colorectal	High	High	+23%
GI	High	High	+24%
Head & Neck	High	High	+18%
Melanoma	High	High	+18%
Brain	High	High	+19%
Other	High	High	-34%

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Market Sizing

Distribution of new cancer cases in the market and prospective analysis of market growth and future case distribution

Market Share Legend:

- 0%-10%
- 10%-20%
- 20%-30%
- 40%
- ★ Hospital X Location

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Market Share

Capture of new cancer cases by tumor site and geographic unit (by zip code or county level)

Tumor Site	Market Cases (%)	Hospital X Cases (%)
Breast	19%	
GI	14%	
Prostate	35%	
Heme	17%	
Lung	21%	
Colorectal	25%	
GU	26%	
Head & Neck	8%	
Melanoma	9%	
GYN	29%	
Brain	8%	
All Other	10%	

ECG offers two OncoINTEL reporting packages depending on your organization's needs.

	SILVER PACKAGE	GOLD PACKAGE
Price Per Care Site	\$5,000	\$10,000
Turnaround Time	Three to five business days	Five to seven business days
Deliverable Format	Microsoft Excel exhibits	Microsoft Excel exhibits Microsoft PowerPoint summary deck
Outputs List	Data tables detailing results for the following analyses: <ul style="list-style-type: none"> Cancer registry case volumes, tumor site distribution, and three-year trend analysis Current and five-year projected market volumes (new cancer cases from the defined service area) Current market share by tumor site and sub-service area (if applicable) 	Visual data graphs/charts and associated written descriptions summarizing results and implications for all Silver Package analyses, plus the following: <ul style="list-style-type: none"> Out-migration analysis using registry data Heat mapping visual of current market share at the zip code level
Findings Review Call	Not included	Includes a one-hour report-out to review and discuss ECG's findings

OPTIONAL ADD-ONS

Drive-time mapping | Market share by modality ("share of care" analysis) | Clinical service volumes | Physician demand
Growth projections | Resources, equipment and facility sizing | Financial performance

