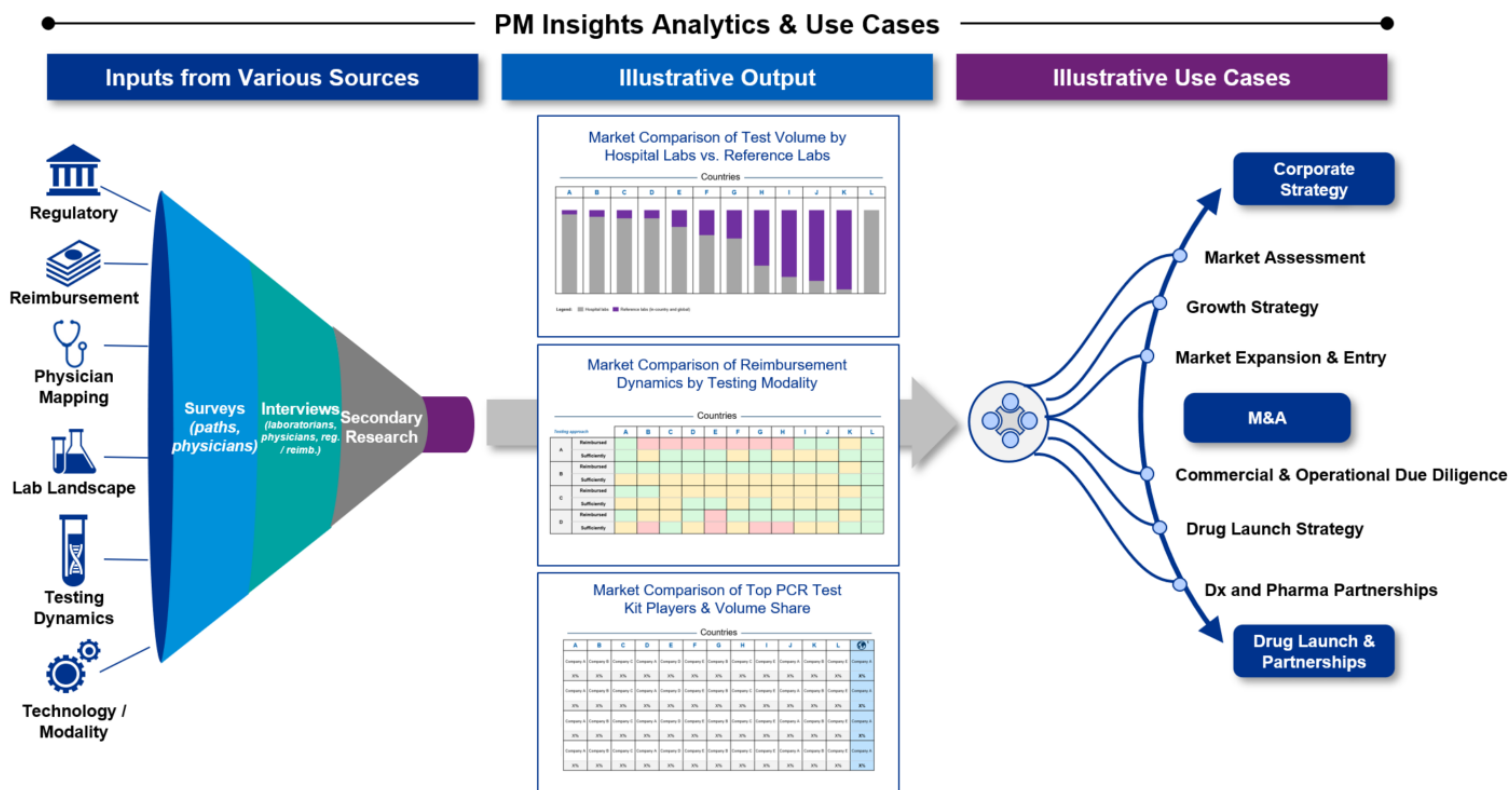


The KPMG proprietary Precision Medicine Insights database provides major trends within the Precision Medicine (PM) landscape to help our clients navigate this increasingly complex ecosystem



- **Data Collection:** the quantitative proprietary database is updated on an annual basis using surveys sent out to respondents, followed up with over 100 1-on-1 interviews to gain additional qualitative insights
- **Respondents:** molecular pathologists, anatomical pathologists, and oncologists
- **Countries Included:** US, Canada, Brazil, Mexico, France, Germany, Italy, Spain, UK, China, India, Japan, South Korea
- **Indications Included:** non-small cell lung cancer (NSCLC), colorectal cancer (CRC), breast cancer, and non-Hodgkin’s lymphoma (NHL)
- Today vs. 5 years time allows an understanding of how respondents expect their respective markets to evolve
- **Over 10,000 data points in the database. Example data includes:**
 - Testing modality adoption rates by disease area
 - Setting of PM tests performed by modality and cancer type by setting (hospital vs. reference lab)
 - Market perception of share of NGS tests by test type, panel size, and sample type
 - Market perception of share by NGS installed base

The KPMG Precision Medicine (PM) Insights Database is used as a supplement to all of KPMG Strategy’s deals and projects in the PM space worldwide. To understand more about our Precision Medicine Insight database please contact our PM leader, Alasdair Milton at alasdairmilton@kpmg.com