



## Scope Of Work

# Head & Neck Cancer Patient Journey in Saudi Arabia

## Objective

To support **the successful launch of Brand X** by identifying market potentials and key influencers. This will be **achieved by analyzing the cancer patient journey** from symptoms to diagnosis and across various disease stages, **assessing market size and therapy usage patterns, understanding therapy modalities and physician treatment preferences**, and evaluating Brand X against its competitors to forecast performance. This approach will pinpoint opportunities and strategic actions to **maximize Brand X's market share**.

## Methodology & Target

**Qualitative Arm:** 4 IDIs with **Oncologists** and 1 IDI with **Surgeon**.

**Quantitative Arm:** 15 face to face interviews and 30 Patient Forms.

## Geography

Saudi Arabia

## Results

**Analyzing the cancer patient journey** from symptoms to diagnosis and various disease stages **provided valuable insights into patient profiles, treatment pathways, and decision-making processes**. By assessing market size, therapy usage patterns, and physician preferences, we gained a **comprehensive understanding of treatment modalities and key drivers influencing physician choices**. The evaluation of Brand X against its competitors highlighted **competitive advantages, potential barriers, and areas for strategic growth**. These findings identified key opportunities to **optimize Brand X's market positioning** and informed targeted strategies to enhance market penetration and **maximize share in the oncology space**.