INFOMINE
Marketing Research

Prostate cancer and Breast cancer patient journey in Egypt

Scope Of Work

■Objective

To **analyze** and **categorize** the **patient load of Prostate cancer and Breast cancer**, determine demographics and classification**. Evaluate the efficacy of initial treatments**, **duration of treatment failures**, and **subsequent management strategies**. Additionally, **measure brand recognition** and **prescription rates**. **Focusing** on **premenopausal individuals**, and **assess the effectiveness of the first line of treatment**

■Methodology & Target

Quantitative interviews with the **Oncologists and Urologists.**
65 Face to Face interviews.

■Geography

Egypt- Nationwide

■Results

The analysis **provided a thorough grasp of Prostate cancer patient** demographics and classification, **identifying common treatment approaches** and **their effectiveness**. Insights into **treatment failure durations** and **management strategies were gained. Brand awareness** and **prescription rates** were quantified, **offering valuable market insights**. Similarly, **the investigation of Breast cancer patients emphasized premenopausal treatment strategies**, contributing to a **holistic view of cancer care**.