



5711 South 86th Circle
Omaha, NE 68127
Phone 402.596.4500
Fax 402.593.4574
www.infogroup.com

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Infogroup Contact:
Lisa Olson

Director External Communications
Phone: (402) 596-7574
E-mail: lisa.olson@infogroup.com

ORC Contact:
Carolyn Werbler
Phone: (609) 452-5258
E-mail: carolyn.werbler@opinionresearch.com

Majority of Medical Oncologists and Ob-Gyns Disagree With New Mammogram Recommendations, New ORC Oncology Report Indicates

PRINCETON, NJ – Recent recommendations by the US Preventive Task Force on Breast Cancer advising that women under the age of 50 should not get routine mammograms have resulted in fierce debate within the medical community. According to a new oncology study from ORC, an Infogroup Company, 70 percent of oncologists and 60 percent of ob-gyns disagree with the assertion that women should not get mammograms before the age of 50. The prevailing argument against the Task Force’s mammogram recommendation is that too many women under the age of 50 have breast cancer and that it would allow many breast cancer cases to go undetected.

ORC’s Oncology Report delved into research analysis on three important Oncology issues: assessing the impact of revised NSCLC staging, genetically linked breast cancer and PARP-1 Inhibitors and Reactions to New Mammogram Recommendations. The mammogram debate was one of a number of key issues covered in ORC’s study, which captured the awareness, perceptions, ideal patient profiles and adoption rates of physicians towards PARP-1 Inhibitors post FDA-approval as a treatment for breast and ovarian cancers. PARP-1 Inhibitors have been widely discussed and exhibit efficacy in clinical trials, but minimal data has been collected so far to gauge their wider acceptance. Fifty percent of medical oncologists and 80 percent of ob-gyns were unable to name any PARP-1 inhibitor without being prompted.

“We were initially concerned with the physician’s lack of awareness and information on PARP-1 Inhibitors, since such awareness can help determine therapy and answer important questions about genetically linked breast and ovarian cancer treatment,” said Vaibhav Varkhedkar, Vice President of ORC’s Oncology Practice . “However, based on our data, we are optimistic that the usage of PARP-1 Inhibitors post FDA-approval will grow and eventually become the treatment of choice for certain hard to treat breast and ovarian cancers.”

To learn more and to obtain a copy of the full report, visit <http://lp.infogroup.com/oncology-report>.

About our Global Oncology Practice

As a dedicated practice within our pharmaceutical business unit, ORC’s oncology team is a well recognized and respected provider of market research solutions spanning a myriad of complex issues in cancer diagnostics and treatment. All of our oncology-based research is anchored in our extensive knowledge of latest cancer epidemiology, disease modalities and marketing implications.

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About ORC

ORC, an Infogroup company, is a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/Opinion Research Corporation poll since 2006. To learn more about ORC, visit www.opinionresearch.com.

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