

INTRODUCING THE ARCAS GROUP

We are a strategic life sciences marketing organization with a singular focus: supporting your commercial success in the continuum of life sciences marketing – from marketing intelligence to strategy development and implementation – through enhanced connectivity with ThoughtLeaders and Clinicians



We will grow your market position.

OUR TEAM AND EXPERIENCE

Leadership is Jan Heybroek, Stefan Terwindt, Craig Krugman and Robert Stephan, combining more than 80 years of experience in life sciences commercialization



- Oncology, cardiology, diabetes, neurosciences, gastroenterology, infectious diseases, rheumatology, pain, respiratory, urology



Improve your understanding

MDOUTLOOK®, is a unique web-based, disease intelligence platform

- Clinician’s view of the specialty disease landscape in US and EU
- Treater, ThoughtLeader and Institution profiling in real time
- Treatment decisions and clinical rationale in real time
- Influence and referral mapping
- Exclusive ThoughtLeader-driven analysis, intelligence and insight
- Field Team activity tracking
- Organized by disease modules



Drive your commercial growth

- Integrated strategic consulting and marketing services driving your commercial growth
- Linking strategic planning directly to implementation
- Proprietary toolbox of methodologies
- Bespoke to clients: unique challenges require specific approaches
- Leveraging access to MDOUTLOOK platform



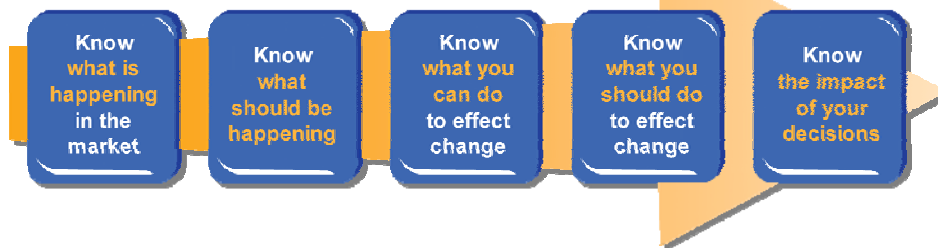
Ensure your program success

- Delivering novel concepts to implement your medical strategy
- Full scope of live, print and web-based activities and programs
- Efficient global implementation
- Leveraging MDOUTLOOK insight and clinician access

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Improve your understanding of the global oncology market place



Comprehensive clinician's view of oncology treatment and market

MDOUTLOOK delivers:

- Insight into clinical decision patterns – focus on treatment decisions and rationale
- Exclusive & unique ThoughtLeader driven analysis
- Profiles of US & EU cancer treaters, ThoughtLeaders & institutions
- Hematologic malignancies
- Thoracic Cancer
- Dermatologic malignancies
- Breast
- Genitourinary
- Gastrointestinal
- Sarcomas & Bone
- Head & Neck

Expert-guided | Global Coverage

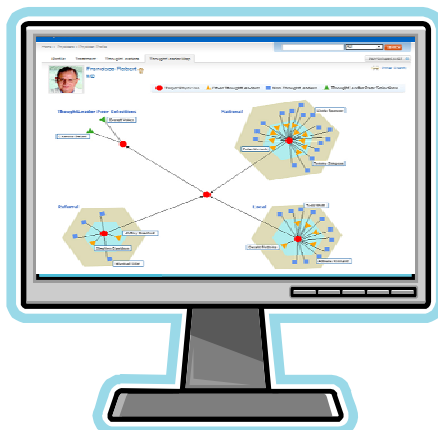
 Chandra Belani, MD Keith Flaherty, MD Peter Heald, MD John Kirkwood, MD Lauren Pinter-Brown, MD	 Giorgio Scagliotti, MD PhD Lex Eggermont, MD Axel Hauschild, MD Nicholas Thatcher, MD
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Accessible intelligence via secure web-portal

Treater, ThoughtLeader & Institution Profiling

Influence & Referral Mapping

Clinical Treatment Analysis & Reports



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