

Breast Cancer
Emerging Opportunities in Rx and Dx Worldwide
2000-2010

EXECUTIVE SUMMARY

SECTION 1: INTRODUCTION TO BREAST CANCER

- 1.1 Scope and Objective of Research Investigation
- 1.2 Methodology of Investigation
- 1.3 Limitations of Investigation
- 1.3 Glossary

SECTION 2: DESCRIPTION ANALYSIS OF THE CLINICAL PROBLEM AND MEDICAL NEED

- 2.1 Etiology
- 2.2 Pathology of the Disease
- 2.3 Patient Epidemiology by Country (Incidence, Prevalence, Deaths)
- 2.4 Clinical Issues
- 2.5 Diagnostic and Therapeutic Shortcomings
- 2.6 Quality of Life

SECTION 3: CURRENT AND EMERGING DIAGNOSTIC TECHNOLOGIES

- 3.1 Overview
- 3.2 Clinical History & Palpation
- 3.3 In vitro Diagnostics
 - BRCA1/BRCA2
 - HER-2/neu
 - CA 15-3
 - CEA
 - CA-27.29
 - Lipid Associated Sialic Acid (LASA)
 - Estrogen Receptor/Progesterone Receptor (ER/PR)
 - Cathepsin D
 - Other Nonspecific Cancer Markers (p53, etc.)
- 3.4 In vivo Diagnostics
 - Mammography
 - Digital Mammography
 - Nuclear Medicine
 - MRI
 - Ultrasound
 - PET and SPECT with CD
 - Other

SECTION 4: CURRENT AND EMERGING THERAPEUTIC TECHNOLOGIES

- 4.1 Current Breast Cancer Care
 - A. Overview
 - B. Chemotherapy
 - C. Hormone Therapy
 - D. Immunotherapy
 - E. Radiation Therapy
 - F. Hyperthermia
 - G. Surgery
 - H. Other
- 4.2 Current Practices by Country
 - A. US
 - B. France
 - C. Germany
 - D. Italy
 - E. Spain
 - F. UK
 - G. Japan
- 4.3 Costs of Breast Cancer
- 4.4 Success and Failure of Current Therapeutic Approaches
- 4.5 Holistic Approaches

SECTION 5: DELPHI PANEL BREAST CANCER DIAGNOSIS AND THERAPY

- 5.1 Overview
- 5.2 Breast Cancer Disease Management
- 5.3 Perception and Evaluation of Current Breast Cancer Diagnosis and Management
- 5.4 Needs/Gaps regarding Diagnosis and Treatment of Breast Cancer
- 5.5 Current Disease management Programs in Breast Cancer
- 5.6 Future Expectations of Breast Cancer Diagnosis and disease Management

SECTION 6: ANALYSIS AND FORECAST OF THE EVOLVING WORLDWIDE MARKET FOR BREAST CANCER

- 6.1 Introduction
- 6.2 Methodology and Forecast Model
- 6.3 Summary Analysis and Forecast of Breast Cancer Marketplace by Segment
- 6.4 Summary Analysis and Forecast of In Vitro Diagnostic
 - Current Market Characteristics
 - Leading Manufacturers
 - Recent Product Innovation Trends
 - Long-term product Development Impact on the Market
- 6.5 Summary Analysis and forecast of Imaging Equipment and Agents Used in Diagnosis of Breast Cancer
 - Current Market Characteristics
 - Leading Manufacturers
 - Recent Product Innovation Trends
 - Long-term product Development Impact on the Market
- 6.6 Summary Analysis and Forecast of Pharmaceutical Products Used in Management of Breast Cancer
 - Current Market Characteristics
 - Leading Manufacturers
 - Recent Product Innovation Trends
 - Long-term product Development Impact on the Market

SECTION 7: ANALYSIS OF THE WORLDWIDE BREAST CANCER COMPETITIVE ENVIRONMENT

- 7.1 Introduction
- 7.2 Determinants of Marketplace Success
- 7.3 Competitive Analysis of Participating Manufacturers

SECTION 8: BREAST CANCER DIAGNOSIS: MARKET ANALYSIS & FORECAST

- 8.1 Leaders in *In Vitro* Diagnostics
- 8.2 Leaders in *In Vivo* Diagnostics
- 8.3 *In Vitro* Diagnostic Companies
- 8.4 Device Companies Involved in Breast Cancer Imaging
- 8.5 Biotechnology Companies Involved in Breast Cancer Imaging

SECTION 9: CURRENT AND FUTURE LEADERS IN BREAST CANCER THERAPY

- 9.1 Leaders in Breast Cancer Therapy
- 9.2 Potential Future Leaders in Breast Cancer Therapy
- 9.3 Pharmaceutical Companies Involved in Breast Cancer Rx
- 9.4 Biotechnology and Other Companies in Breast Cancer Rx

SECTION 10: KEY ASSUMPTIONS, ISSUES, OPPORTUNITIES, AND THREATS

- 10.1 Key Assumptions for Planning
- 10.2 Key Issues for Consideration
- 10.3 Business Opportunities Linked to this New Technology
- 10.4 Threats to Established Pharmaceuticals
- 10.5 Threats to Established Diagnostics