

Global Summit on Melanoma and Carcinoma

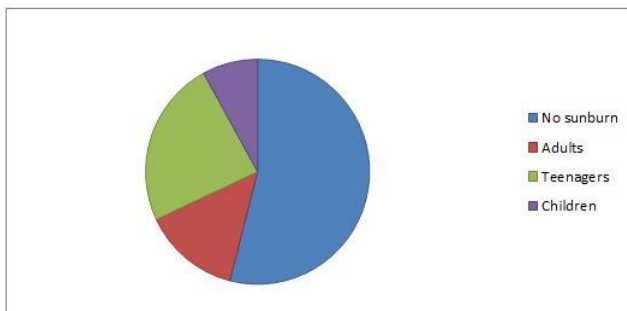
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Cancer includes a widespread prevalence worldwide but Melanoma is a serious form of skin cancer which begins in the cell called melanocytes whereas it is found to be less common than Basal Cell Carcinoma (BCC) and Squamous Cell Carcinoma (SCC). Melanoma and Carcinoma is considered to be more dangerous than any other cancer types because of its ability to spread to other organs in a faster rate. If not treated early, this may turn to deadly disease. These kinds of risk factors and increasing incidence of melanoma and carcinoma drive the market growth.

Exposure to sun stands as the most preventable risk factor for all skin cancer. According to the survey done by the National Cancer Institute (NCI), the rate of new Melanoma and Carcinoma cases among the American adults has tripled, in detail; in the year 1975 the melanoma affected rate was 7.9 per 100,000 but in the year 2014 the rate has been increased to 25.2 per 100,000. In addition among both men and women the new melanoma cases increases at a rate of 1.7% and 1.4% per year respectively which is had been stated by Federal Centers for Disease Control and Prevention (CDC).

The below chart depicts the range of people getting affected by melanoma and carcinoma.



As per American Society of Clinical Oncology (ASCO), it is estimated that more than three million people in the US are being diagnosed with skin cancer every single year. Also it is found that Basal Cell Carcinoma is more common than Squamous Cell Carcinoma. Added to this Canadian Cancer Society (CSS) states that non melanoma skin cancer is the most common among Canadians and it roughly adds upto 40% of all new cancer cases in Canada.

It is expected that North America will dominate the market in the forecast period. As per the records of American Academy of Dermatology, skin cancer prevails as the most common cancer type in US. It is identified that 9,500 US citizens is being diagnosed with skin cancer every single day. The increased incidence of skin cancer in the region of North America stands as the major reason for increase in the market growth. Also the emerging advancements in diagnosing the skin cancer which includes Photodynamic

Therapy (PDT) and Handheld Melanoma Scanner being used widely also leads to growth of market.

Handheld Melanoma Scanner

The advanced medical device which is widely being used for the diagnosis of Melanoma is the Handheld Scanner. The Signs of Melanoma is being detected by this Handheld Scanner and the working principle of this scanner is same as that of imaging technology used in missile navigation system. These scanners are used for scanning and detecting the moles and give more information about the moles whether it is dangerous or not. Handheld Scanners is considered to be the effective and reliable tool to detect skin cancer tumour signs.

The Handheld Scanners is expected to expand firmly during 2017-2024 which is considered to be the forecast period. The wide prevalence of melanoma and carcinoma and improvement in health care field boosts up the market value. As skin cancer being the common cancer type in North America, it is anticipated that they will dominate the global Handheld Scanner market. In addition to North America, Asian countries like India, China and Japan also contribute some part towards the global market value.

In addition to the above mentioned reasons for the growth of Handheld Melanoma Scanner, early detection of melanoma cancer signs for ensuring proper treatment is also considered to be major factor for the growth of global market. Also investment done by the skin cancer diagnostic and therapeutic companies and various government initiatives make up the growth of market of handheld melanoma scanners.

Melanoma and Carcinoma Therapeutics

The melanoma and carcinoma therapeutics market has a good market growth rate due to rapid increase in skin cancer cases, initiatives taken by the government to detect melanoma in early stage and boom of technological advancements. According to the World Health Organisation (WHO) statistics, approximately 2 million people are affected by non-melanoma cancer and 132,000 people are affected by melanoma and carcinoma. Also Skin Cancer Foundation states that out of five, one American develops skin cancer during his/her lifetime. In addition American Cancer Society had estimated that 91,270 new melanoma cases were identified in US in the year 2018 alone.

And hence preventive medicine plays a major role in the diagnosing and treatment of Melanoma whereas Immune Therapy is considered to be the best in therapeutics segments during the forecast period. To destroy the cancer cell in an effective way, immune therapy is used which stimulate a person's immune system to identify and destroy cancer cell. Immune therapy holds the largest share in the melanoma and

Market Analysis

carcinoma therapeutics. Many advanced drugs like checkpoint inhibitors are being used in immune therapy to treat melanoma and carcinoma. This stands as the major reason for the adopting immunotherapy to treat melanoma and carcinoma.

Absence of Accurate Diagnostic Method

The other most important factor which boosts up the market is the absence of accurate diagnostic method. As the incidence of melanoma and carcinoma increases worldwide, the researchers and scientists started focusing more on precise methods of cancer diagnosis with cost effectiveness.

The Agency of Healthcare Research and Quality says that, cancer has become the expensive condition to treat in United States. In the other hand, the insurance providers started shifting a huge portion of medical expenses to patients. This led to the increased cost in diagnosing and treating skin and other types of cancers. The Centers for Disease Control and Prevention (CDC) projects that, the cost of treating patients suffering from melanoma and carcinoma will increase to \$1.6 billion to \$457 million by 2030. Without accurate diagnostic and preventive medicines, the cost of treating melanoma and carcinoma will increase in the upcoming years.