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Pharmacoeconomics in Cancer Care

## Why the Global Market is Paying a Premium for This Skill Set

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Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Aging population and increasing cancer incidence | You'll be equipped to develop cost-effective treatment strategies that improve patient outcomes, as the global population ages and cancer incidence rises | World Economic Forum

Rise of personalized medicine and targeted therapies | With expertise in pharmacoeconomics, you'll be able to assess the value of innovative treatments and make informed decisions about resource allocation | McKinsey Global Institute

Growing demand for healthcare cost containment | As a skilled pharmacoeconomist, you'll be able to analyze the economic impact of different treatment options and develop strategies to optimize resource use, reducing healthcare costs while improving patient outcomes | OECD