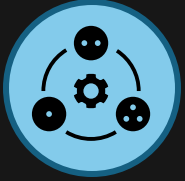


CASE STUDY



Phase

Pre-launch



Therapy Area

Oncology



Methodology

Global
Qualitative

Strategic insights on unmet needs, patient journey and experience from patient and treater perspectives to address opportunity for a new launch



THE CHALLENGE

Client was a **latecomer to an established market** and needed a thorough assessment of customer perceptions around current standard of care in 2L and the unmet needs in this area, from a **patient and HCP perspective. These insights would be foundational** to new product launch planning and forecasting.

Another major goal was to **compare and contrast the experience and journey of patients and how physicians diagnose, treat and manage patients today in two major but different markets** to design custom and effective launch plans.

OUR APPROACH

- **Qualitative research** with Treaters and Patients across the US and JP
- Physician research **leveraged patient records to ground discussion in real-world decisions** around specific types of patients
- Patient research involved **empathetic, active listening** to uncover the emotional and functional **barriers and motivators along their journey from diagnosis, to treatment to living with the condition**

THE IMPACT

- **Synthesized insights** across HCPs and patients provided **critical lessons for a novel agent** launching as a second line treatment
- **Insights on patient experience brought home the urgency to take action** – the fast-progressing nature of the disease added even more difficulty to the sensitive discussions around diagnosis and treatment