



Sample Research Output



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Experimental Design

Methodology & Sample

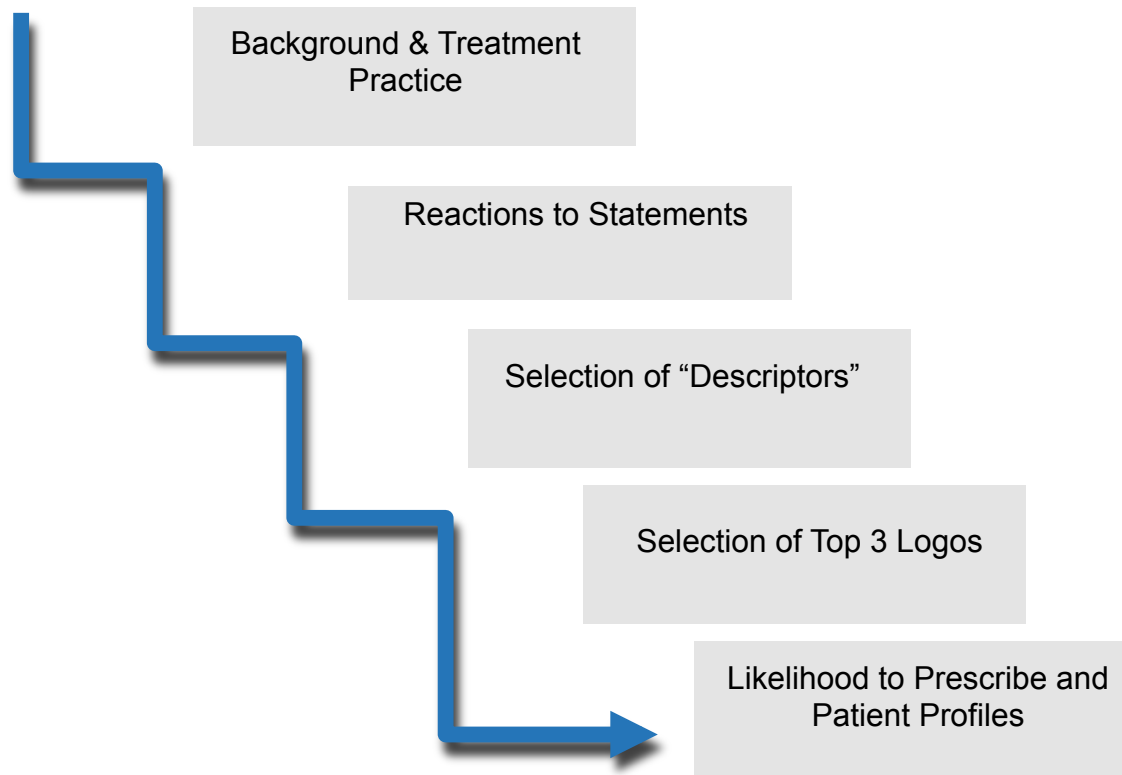
- ➔ **Interviews:** Total of **116** in-depth face-to-face interviews conducted in central locations with doctors in several countries; length of interview approximately 60 minutes
- ➔ **Period fielded:** One month
- ➔ **Sample:** Respondents were recruited based on a screener and had to treat a minimum number of Disease X patients per month.

Doctors	Country 1	Country 2	Country 4	Country 5	Country 6	Country 7	Total
Total # of IDs	36	16	16	16	16	16	116



Interview Flow

Each interview followed this discussion flow



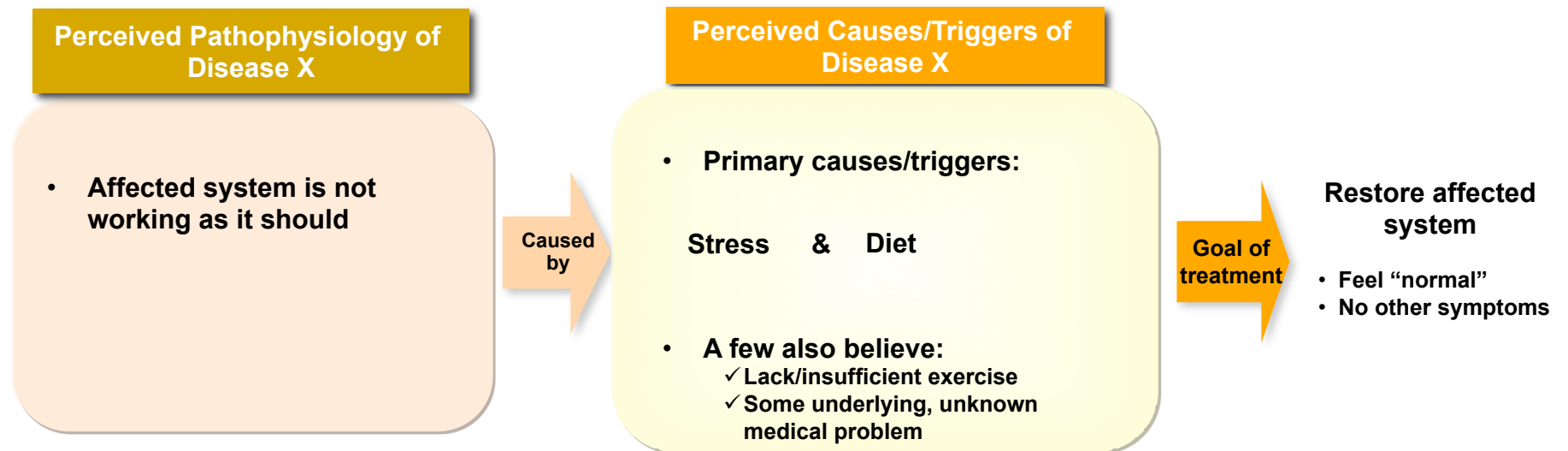
Note:

- 1) Stimuli were rotated among respondents
- 2) The format of the statements was modified after City 1 to help respondents better grasp the key information



Perceptions of Origin and Causes

Patients perceive their affected system is not working properly primarily due to lifestyle factors, and expect treatment to restore it.





Patient Journey: Overview

**Symptoms
Emerge**

Triggers for MD Visit (specific/routine visit)

- ✓ Severe/increased symptoms
- ✓ Fear of more severe medical issue
- ✓ Tried "everything" and no improvement

PCP



GE



ER



Evaluation

(patient reported)

- Symptom severity
- Length of time no symptoms

Diagnostic Tests

- Diagnostic Test 1
- Diagnostic Test 2

MD Processing

- Rule out serious medical problem
- Diagnosis

Diagnosis

First-Line

<u>Treatment Options</u>	Pt volume
Non-pharmacologic (change diet, increase exercise, increase water, de-stress)	Majority
Non-pharmacological PLUS: OTC	Majority
RX	Some

Second-Line

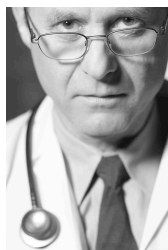
<u>Treatment Options</u>	Pt volume
Non-pharmacologic (change diet, increase exercise, increase water, de-stress)	Majority
Non-pharmacological PLUS: OTC	Majority
RX	Many



Patient Journey: Physician-Patient Dialogue

Vast majority of patients feel their physicians are not receptive to their concerns

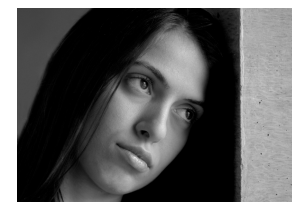
PCP/GE



Expectations of MD

- ✓ **Listen empathetically**
 - MDs are perceived to be dismissive about patients' suffering
- ✓ **Evaluate objectively**
 - MDs do not always perform tests to rule out other problems
 - MDs diagnose patients
 - MDs are perceived to be not always proactive in their evaluation
- ✓ **Offer solutions beyond non-pharmacological options**
 - esp. if prior advice fails
 - MDs are perceived to have limited treatment options

Patient



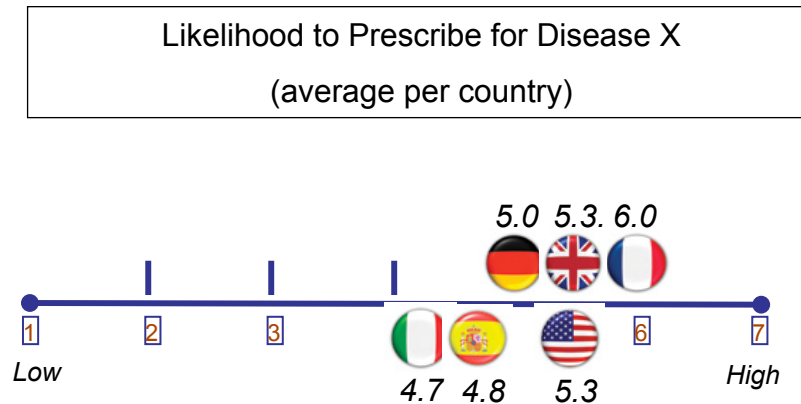
**Overall
Satisfaction
with MDs:**





Likelihood to prescribe

High likelihood to prescribe medication across countries for both Disease X based on data and positive profile

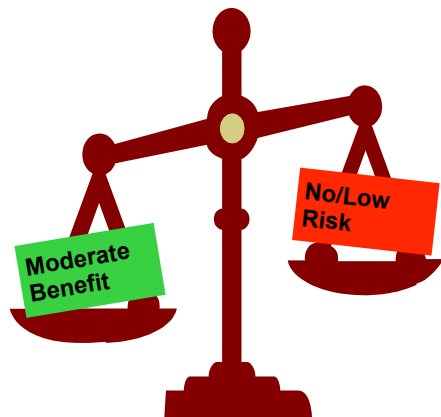


* On a scale of 1 to 7 where 1 is not at all likely and 7 very likely, how likely are you to prescribe product X?



Key Prescription Drivers

Therapy Y



Therapy Z



1) There is always a trade off to be made - when a therapy is very efficacious then there are safety issues and physicians and patients need to balance the two, and 2) Long term unknown adverse events may develop.



Overall Perceptions of Therapies

Therapy A Strengths

- Strong track record
- Efficacious
- Good side effect profile for most patients
- Convenient
- Can be prescribed across patient profiles

Therapy B Strengths

- Targeted biologic
- Non-life threatening side effects
- Manageable side effects

Therapy C Strengths

- Not used as much as Drug B, thus limited experience
- More convenient than Drug B
- Fewer infusion reactions than Drug B

Therapy A Weaknesses

- Life threatening side effects
- Cost
- Not predictive
- Need to wait 6 weeks to give it after surgery

Therapy B Weaknesses

- Inconvenient side effects, which can impact compliance
- Infusion reactions
- Cost

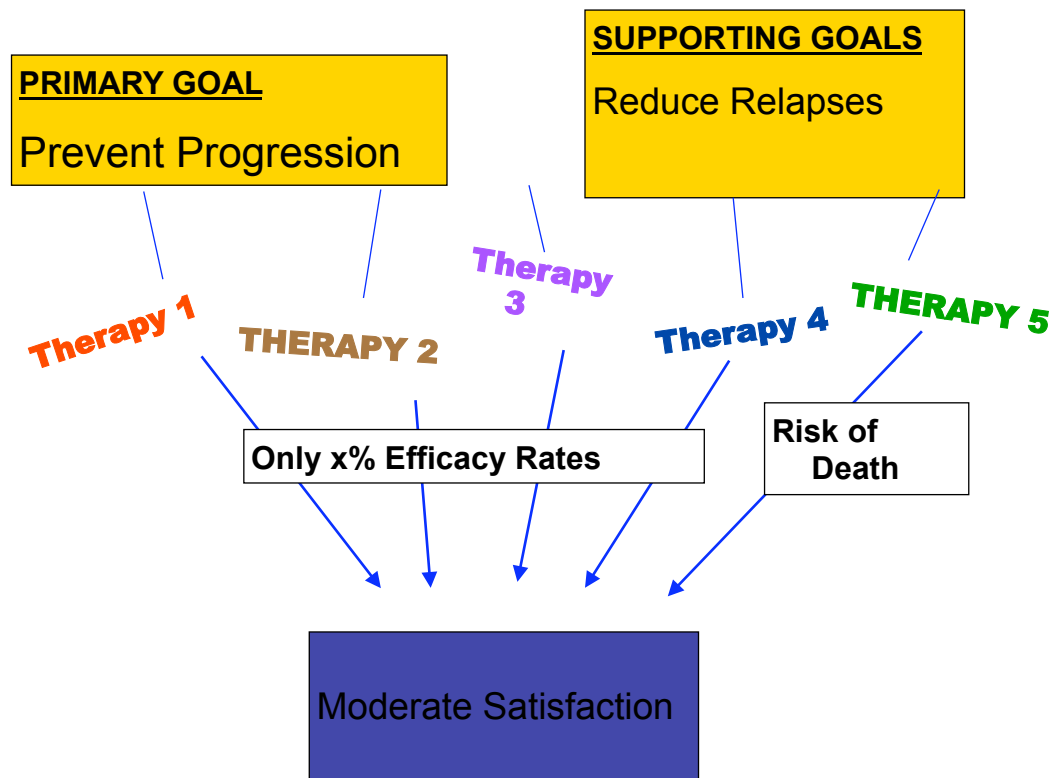
Therapy C Weaknesses

- Cost
- Some reimbursement issues
- Perceived as “me-too” to Drug B



Goals of Current Therapies

Specialists are only moderately satisfied with current therapies' ability to meet their goals. They feel the treatments are “better than nothing” but “we can do better.”





Conclusions

Specialists tend to select the statement which focuses less on physicians and more on patients

Category X is always ranked among the top three product terms along with the Category Y concept.

Winning Statements (in order of importance)

Statement A

Statement B

Statement C

Winning Product Category (in order of importance)

Category X

Category Y

Category Z



Conclusions



Focus of messages perceived to be more patient-and less physician-focused

Recommendations

- Revise tone and language of messages to speak in more concrete and medical manner
- Avoid exaggerated or overly bold phrases to emphasize arguments
- While demonstrating benefits of therapy: 1) be cognizant of physicians' role 2) be sensitive to nature of the disease
- Correct grammar to avoid confusion in communication