

Investigate treatment behavior within a specific physician niche

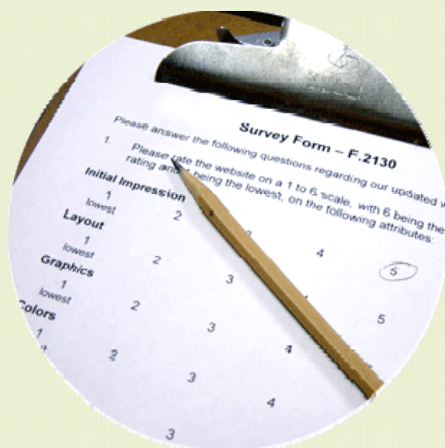
Life Sciences – Pharmaceuticals

- **Objective:** Investigate Oncologist treatment behavior for patients suffering from Cancer-U across multiple treatment strategies using an online survey
- **Role of Grail Research:** Quickly identified a list of specific oncologists with experience using specific strategies to treat Cancer-U. Then designed, executed and analyzed an online survey

Study Sample Overview	
Market	Oncologists involved in the treatment of Cancer-U in US
Data Collection	Internet based surveys using online questionnaire
Sample Sizes	48 Completes – small sample chosen for speed and quick hypothesis test
Fielding Date	Day 1 – Day 7
Screening Criteria	<ul style="list-style-type: none"> Oncologists involved in the treatment of Cancer-U with experience in treatment of recurrent cancer patients Oncologists who have treated a minimum of 40 Cancer-U patients in last three months of their practice Board certified oncologists with 5 or more years experience in practice Oncologists using Medication XYZ to treat Cancer-U patients

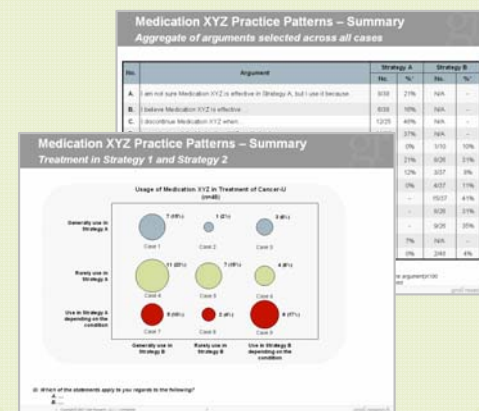
Designed study and identified respondents who fit a particular niche within the oncology segment

4 days



Developed and fielded a targeted online survey; created output templates; gathered data from 50 respondents

14 days



Analyzed data and prepared physician profiles to answer key buying process questions. Answered additional questions stemming from analysis

7 days

Objectives of the Study

- The study is designed to provide understanding of how oncologists think about two independent and non-exclusive concepts (Strategy A and Strategy B) in treating patients with Cancer-U with Medication XYZ. In addition, the study tested whether there was a correlation between oncologists' approach to these two strategies.

Objectives of this Report

- This report provides an understanding of the rationale for using Medication XYZ for the treatment of Cancer-U in different cases by oncologists
 - Treatment strategies they use Medication XYZ for
 - Frequency of use within each strategy
 - Conditions within each strategy that determine use/non use

Study Sample Overview

Market

- Oncologists involved in the treatment of Cancer-U in US

Data Collection

- Internet based surveys using online questionnaire

Sample Sizes

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Fielding Date

- Day 1 – Day 7

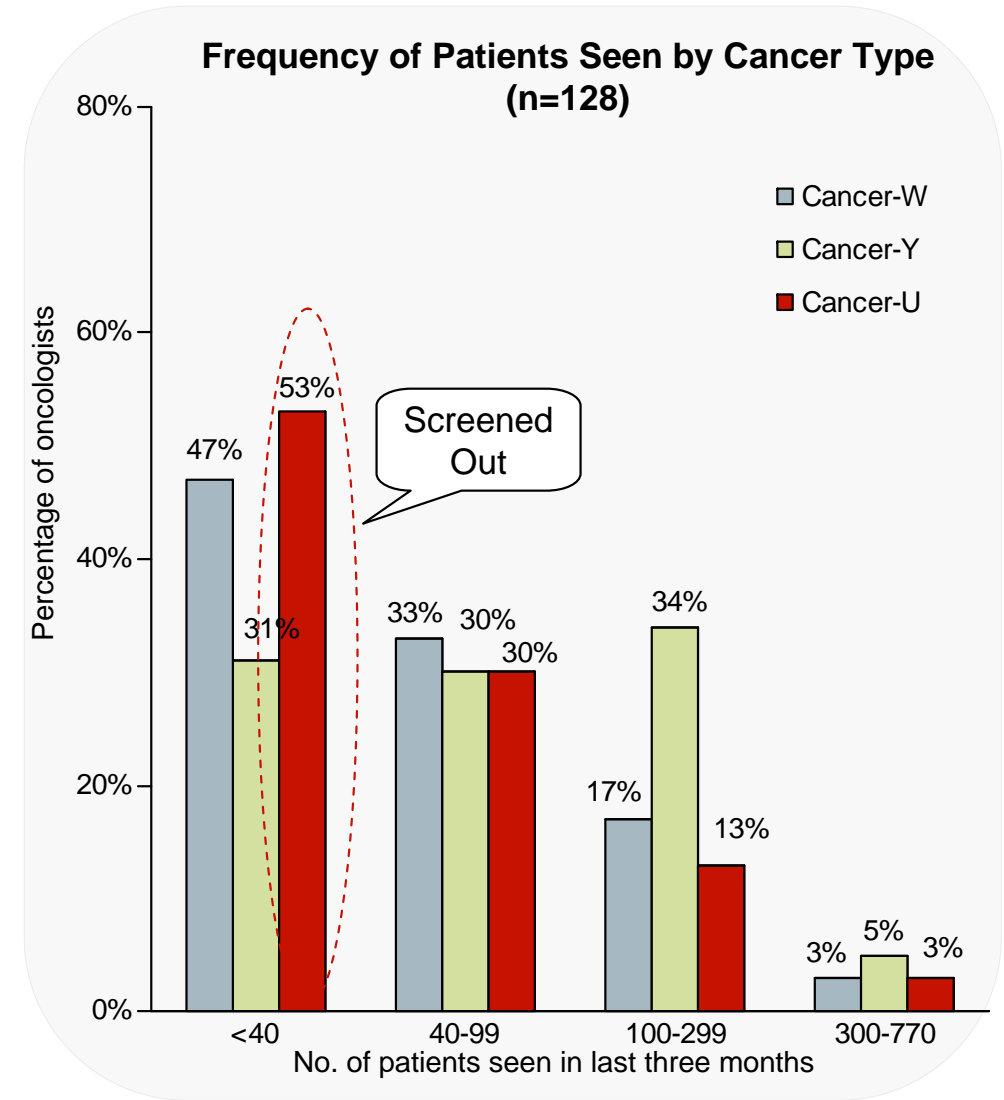
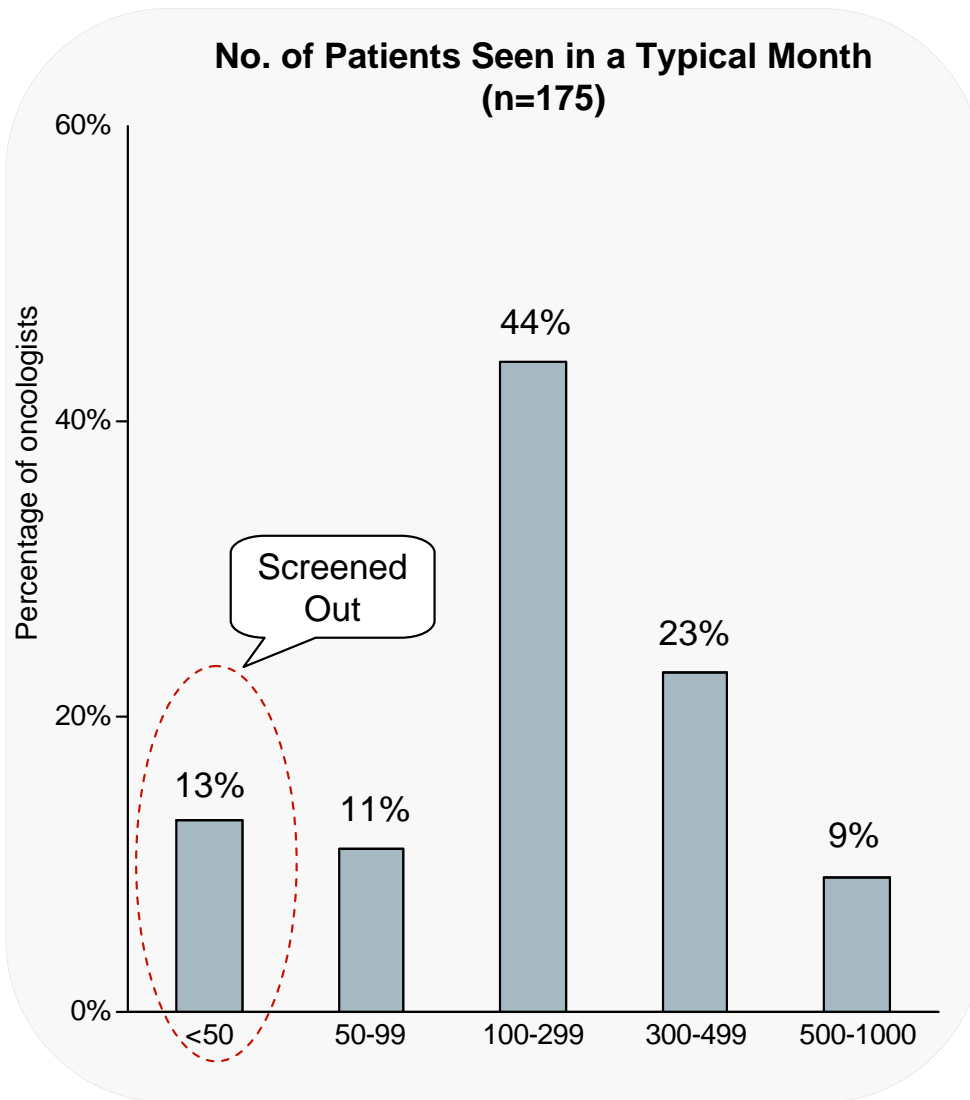
Screening Criteria

- Oncologists involved in the treatment of Cancer-U with experience in treatment of recurrent cancer patients
- Oncologists who have treated a minimum of 40 Cancer-U patients in last three months of their practice
- Board certified oncologists with 5 or more years experience in practice
- Oncologists using Medication XYZ to treat Cancer-U patients

Background/ Practice Setting

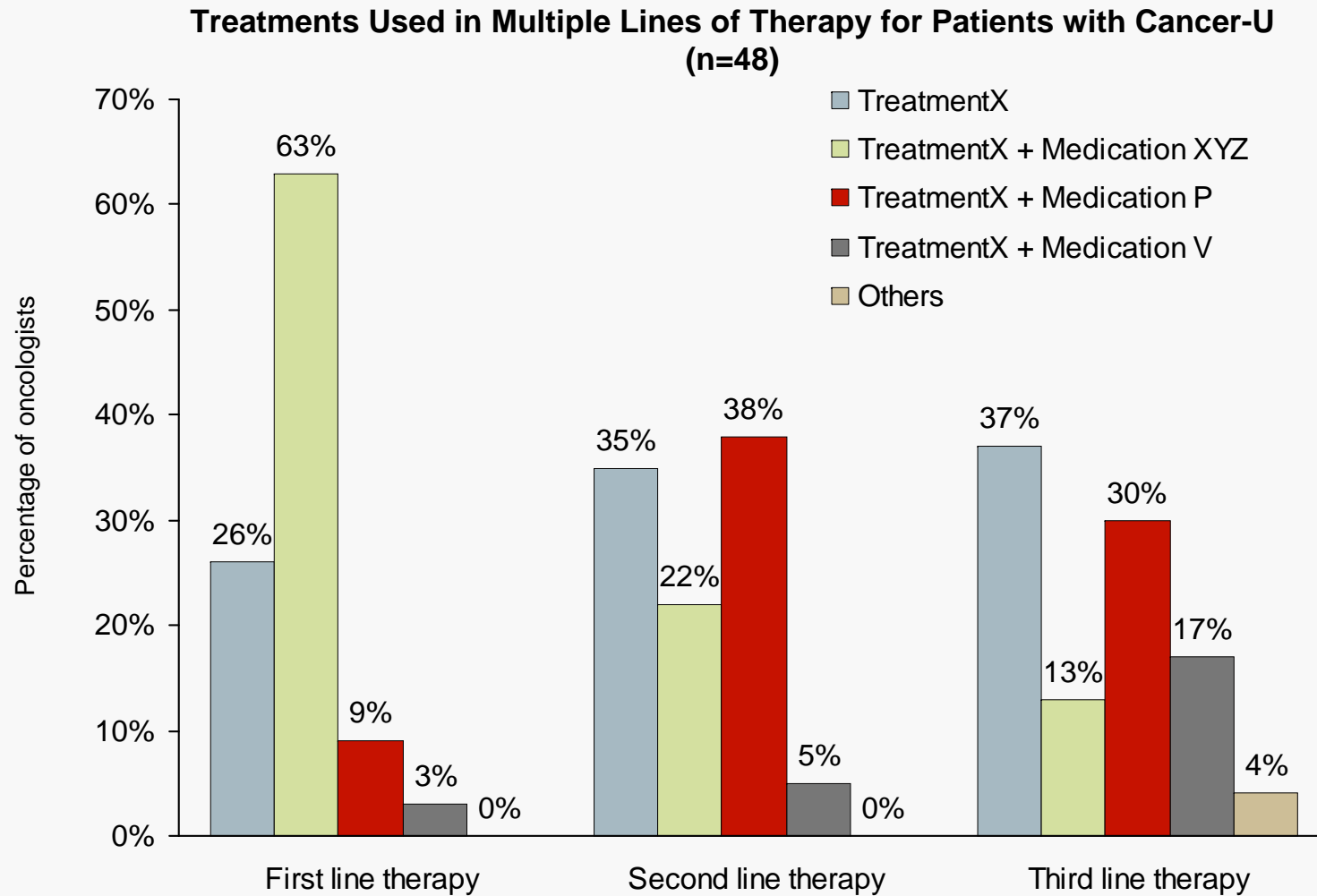
Example of Screener Data

175 oncologists responded to the study, of whom 48 qualified for the survey. Oncologists were screened out step wise in these initial questions.



Background/ Practice Setting

Treatment in Multiple Lines of Therapy



Q: What percent of your first line Cancer-U patients do you treat with the following regimens?

Q: What percent of your second line Cancer-U patients do you treat with the following regimens?

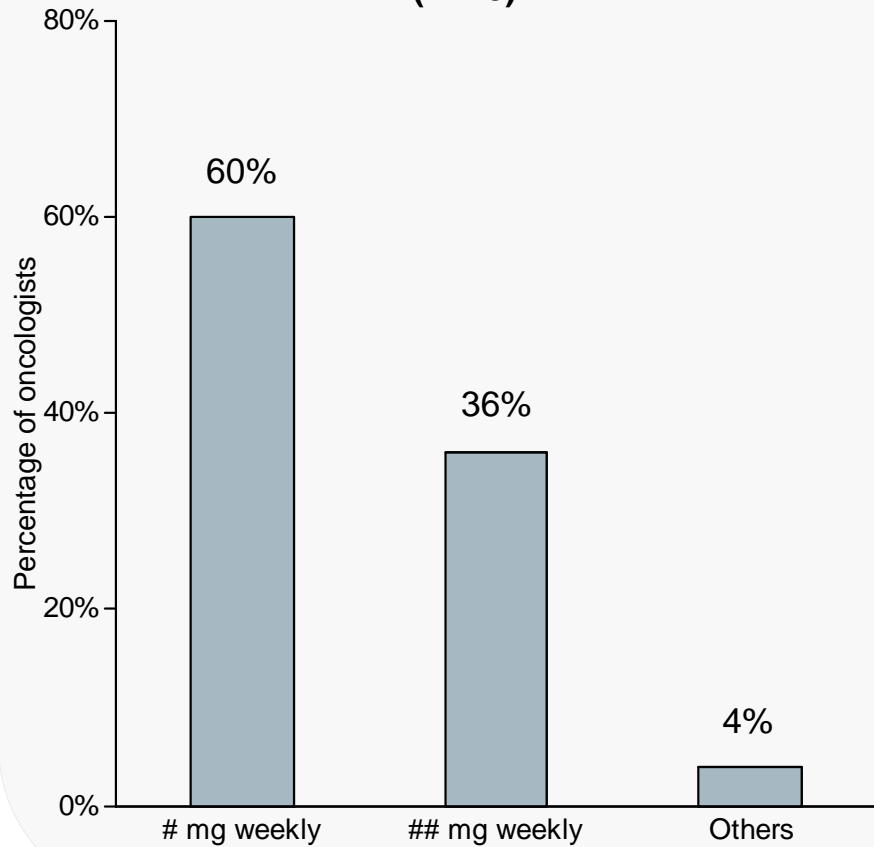
Q: What percent of your third line Cancer-U patients do you treat with the following regimens?

Background/ Practice Setting

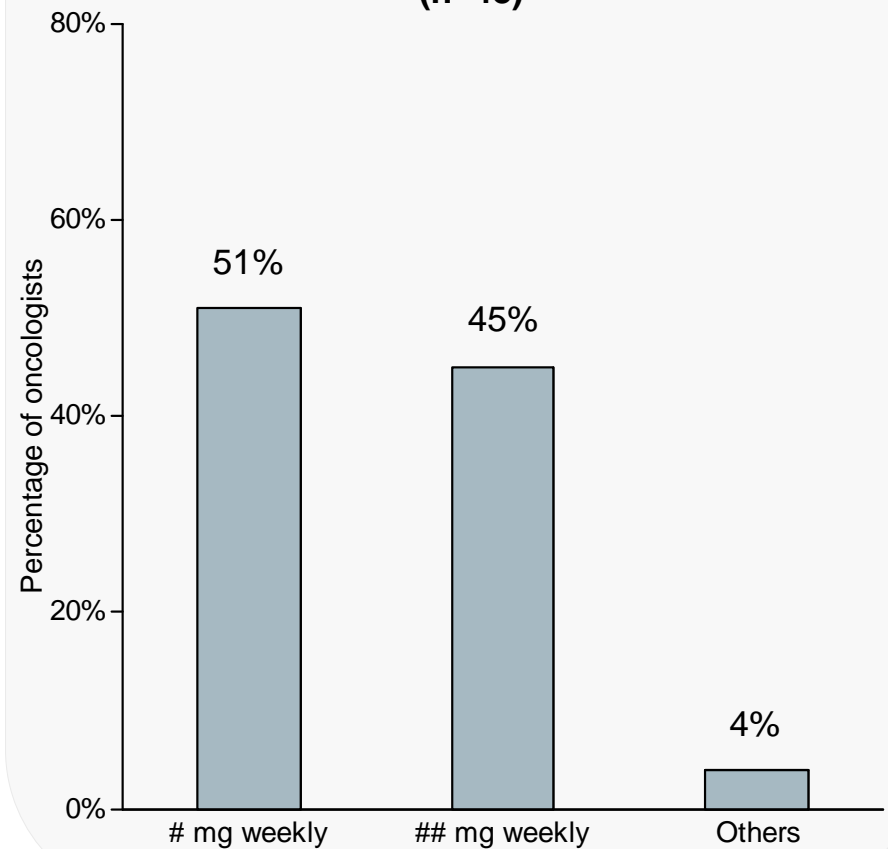
Medication XYZ Dosage



Medication XYZ Dosage in First Line Patients (n=48)



Medication XYZ Dosage in Second Line Patients (n=48)



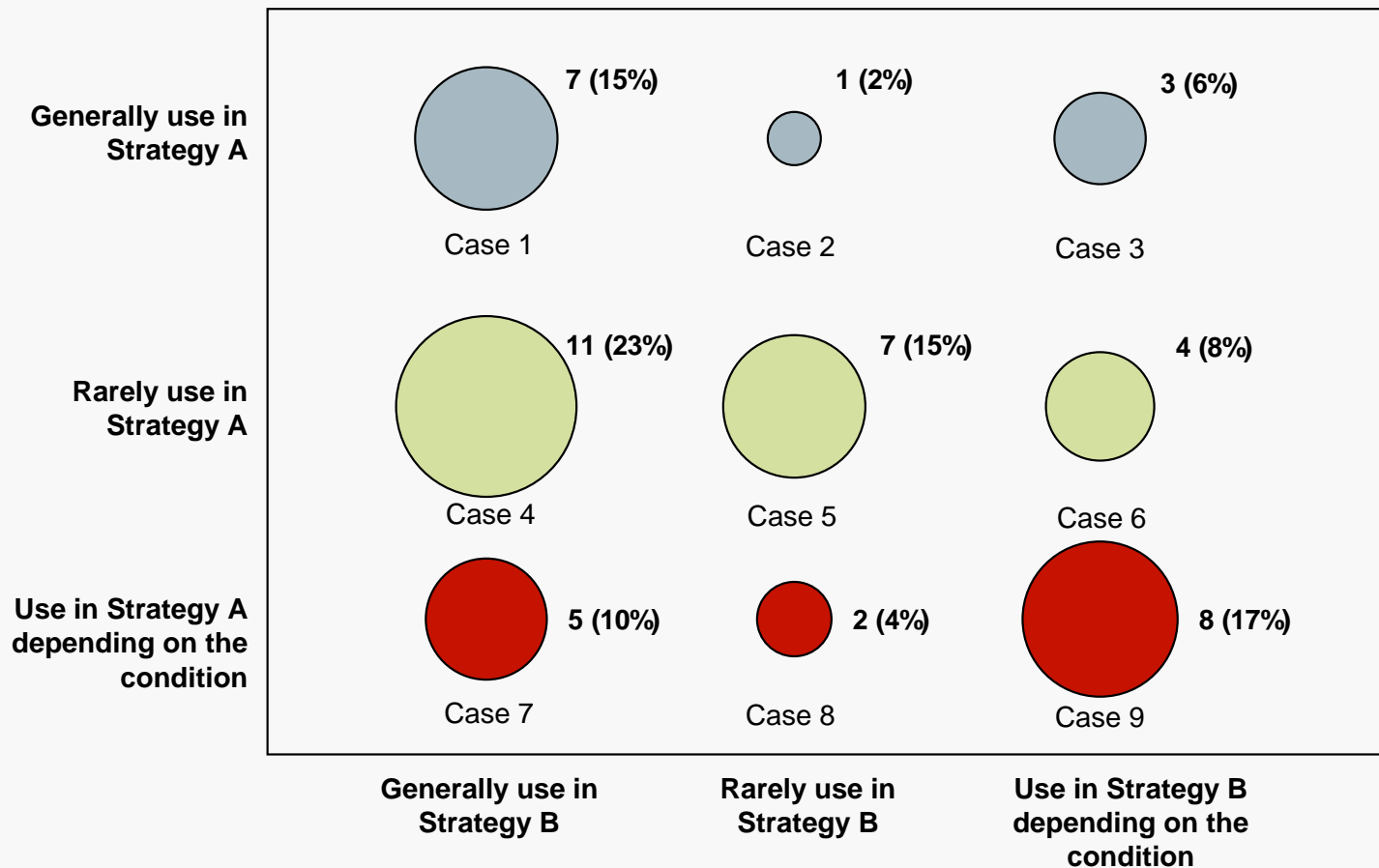
Q: When you use Medication XYZ in First Line Cancer-U patients, what percent of your patients receive the following doses?

Q: When you use Medication XYZ in Second Line Cancer-U patients, what percent of your patients receive the following doses?

Medication XYZ Practice Patterns – Summary

Treatment in Strategy 1 and Strategy 2

Usage of Medication XYZ in Treatment of Cancer-U
(n=48)



Q: Which of the statements apply to you regards to the following?

A. ...

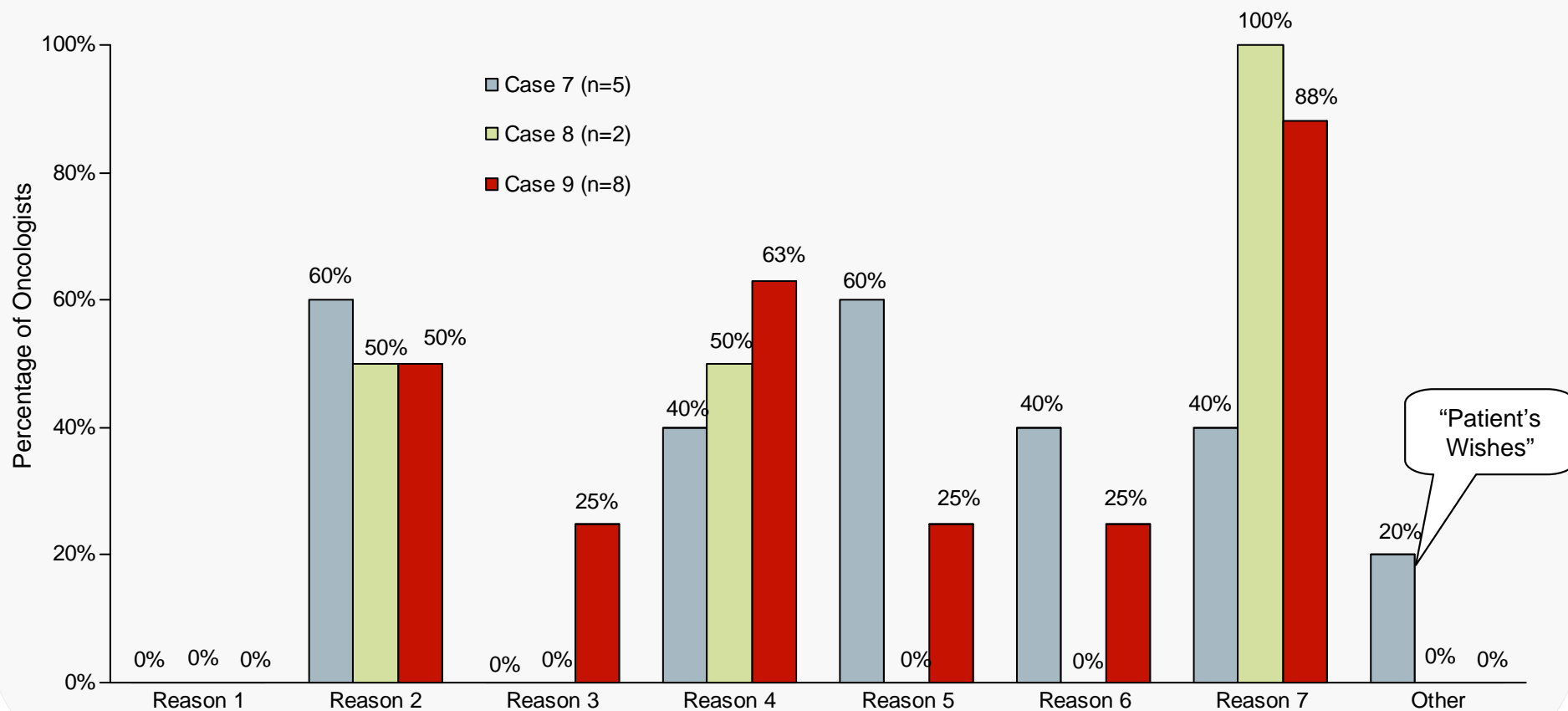
B. ...

Medication XYZ Practice Patterns – Summary

Criteria to Decide on Strategy B

Oncologists reference a wider range of reasons that influence their decision to use Strategy B than Strategy A

Top Criteria to Decide About Treating with Medication XYZ in Strategy B



Q: What are the top criteria you use to decide whether you treat with Medication XYZ in Strategy B...(asked for only Cases 7, 8 and 9)

Medication XYZ Practice Patterns – Summary

Aggregate of arguments selected across all cases

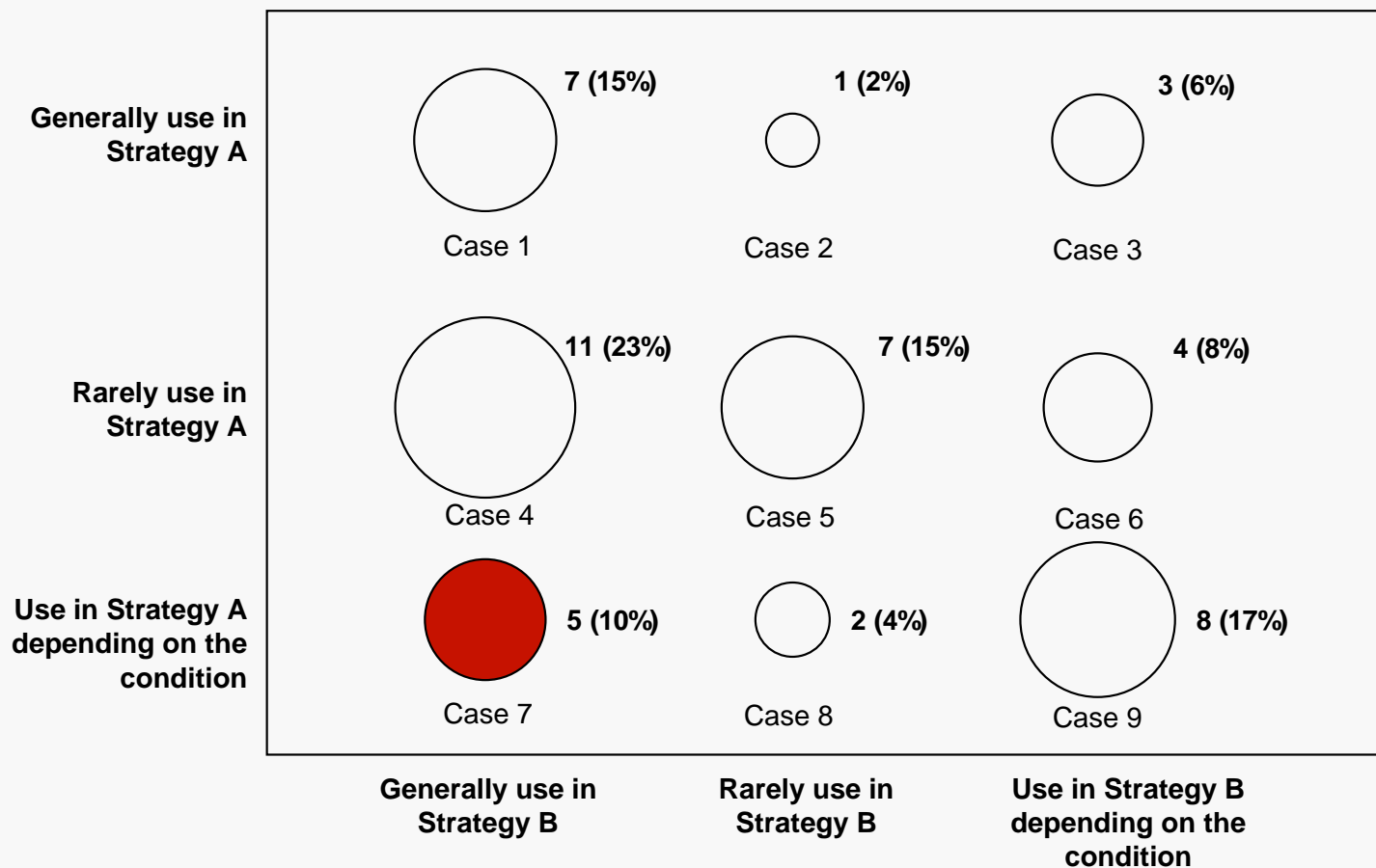
No.	Argument	Strategy A		Strategy B	
		No.	%*	No.	%*
A.	I am not sure Medication XYZ is effective in Strategy A, but I use it because...	8/38	21%	N/A	-
B.	I believe Medication XYZ is effective ...	6/38	16%	N/A	-
C.	I discontinue Medication XYZ when...	12/25	48%	N/A	-
D.	I use strategy A for Medication XYZ, as that is how...	14/38	37%	N/A	-
E.	I try to limit the amount of Medication XYZ I use in order to ...	0/25	0%	1/10	10%
F.	I believe in the mechanism of action of Medication XYZ and that ... is important	8/38	21%	8/26	31%
G.	I try to limit the amount of Medication XYZ I use in order to accomplish task 1	3/25	12%	3/37	8%
H.	I try to limit the amount of Medication XYZ I use in order to accomplish task 2	0/25	0%	4/37	11%
I.	Once I use Medication XYZ in a patient, I am concerned that it will not...	N/A	-	15/37	41%
J.	I believe Medication XYZ is effective if used in Strategy B ...	N/A	-	8/26	31%
K.	I am not sure medication XYZ is effective in Strategy B, but I use it because...	N/A	-	9/26	35%
L.	I try to limit the amount of Medication XYZ I use so...	1/14	7%	N/A	-
M.	Other...	0/48	0%	2/48	4%

* Percentage = (Total no. of oncologists that selected the argument / Total no. of oncologists which were presented with the argument)X100
Percentages are not shown for arguments which were not presented in Strategy A or Strategy B questions, N/A = Not Asked

Medication XYZ Practice Patterns – Summary

Treatment in Strategy 1 and Strategy 2

Usage of Medication XYZ in Treatment of Cancer-U
(n=48)



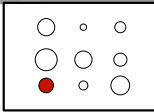
Q: Which of the statements apply to you regards to the following?

A. ...

B. ...

Medication XYZ Practice Patterns – Case 7

Treatment Strategy A



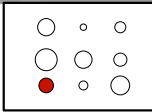
No.	Argument – Strategy A	Total no. of times the argument was selected
A.	I am not sure Medication XYZ in Strategy A, but I use it because ...	0
B.	I believe Medication XYZ is effective as ...	1
D.	I use Strategy A for Medication XYZ, as that is how ...	3
F.	I believe in the mechanism of action of Medication XYZ and that ... is important	3
M.	Other	0

No. of oncologists = 5

Q: Earlier in the survey, you answered that you generally treat your Cancer-U patients with Medication XYZ until.... Which selection best describes your rationale for this treatment approach?

Medication XYZ Practice Patterns – Case 7

Treatment Strategy B



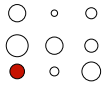
No.	Argument – Strategy B	Total no. of times the argument was selected
F.	I believe in the mechanism of action of Medication XYZ and that ... is important	3
G.	I try to limit the amount of Medication XYZ I use in order to ...	0
H.	I try to limit the amount of Medication XYZ I use in order to ...	0
I.	Once I use Medication XYZ in a patient, I am concerned that it will not ...	0
J.	I believe Medication XYZ is effective if used in Strategy B	2
K.	I am not sure Medication XYZ is effective if used in Strategy B; but I use it because ...	1
M.	Other	0

No. of oncologists = 5

Q: Earlier in the survey, you answered that you generally treat your Cancer-U patients with Medication XYZ when Which selection best describes your rationale for this treatment approach?

Medication XYZ Practice Patterns – Case 7

Rationale for Therapeutic Approach

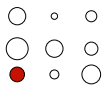


- “Depends if ..., if the patient had developed complications”
- “Some patients show a partial or mixed response.... Since the Medication XYZ seems to have ..., I like to ...based on the patient's disease characteristics and other medical comorbidities”
- “Patient availability to pay co-pay as well as ... and patient willingness to continue”
- “If the patient ... then I will not However, if the patient ... or especially if they ...”
- “I believe that Medication XYZ has significant benefit in therapy of Cancer-U. As time goes on, I suspect it will be like I am [using] Medication XYZ more and more and stopping it less often”

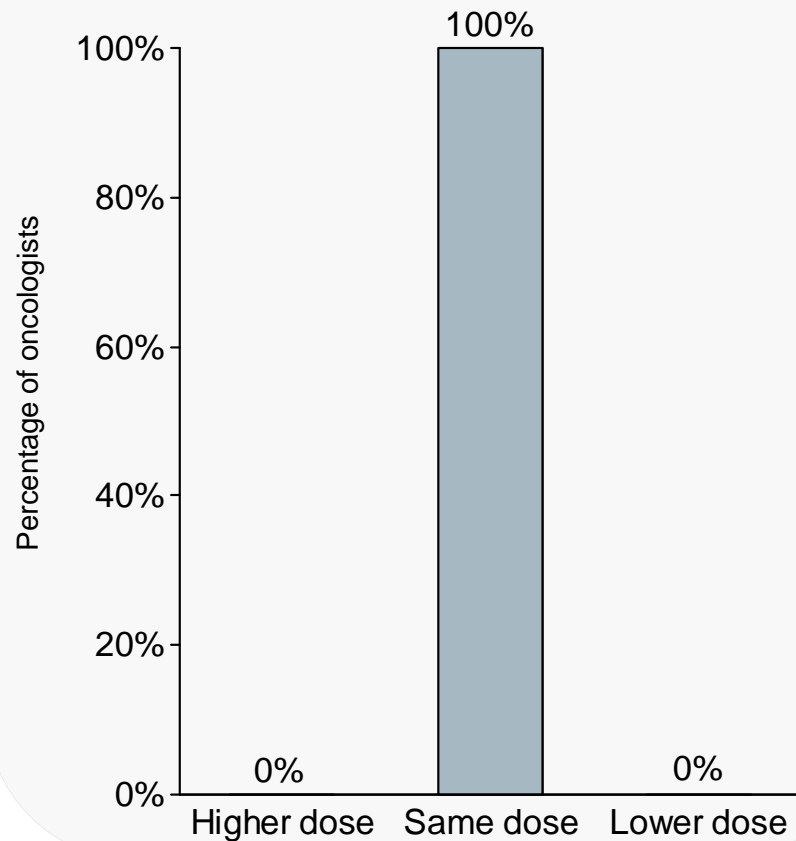
Q: You have indicated that sometimes you treat your Cancer-U patients with Medication XYZ until ... , sometimes you do not. It depends on the specific circumstances of the patient and also that you rarely treat your Cancer-U patients with Medication XYZ when In your own words, please discuss the rationale for this therapeutic approach.

Medication XYZ Practice Patterns – Case 7

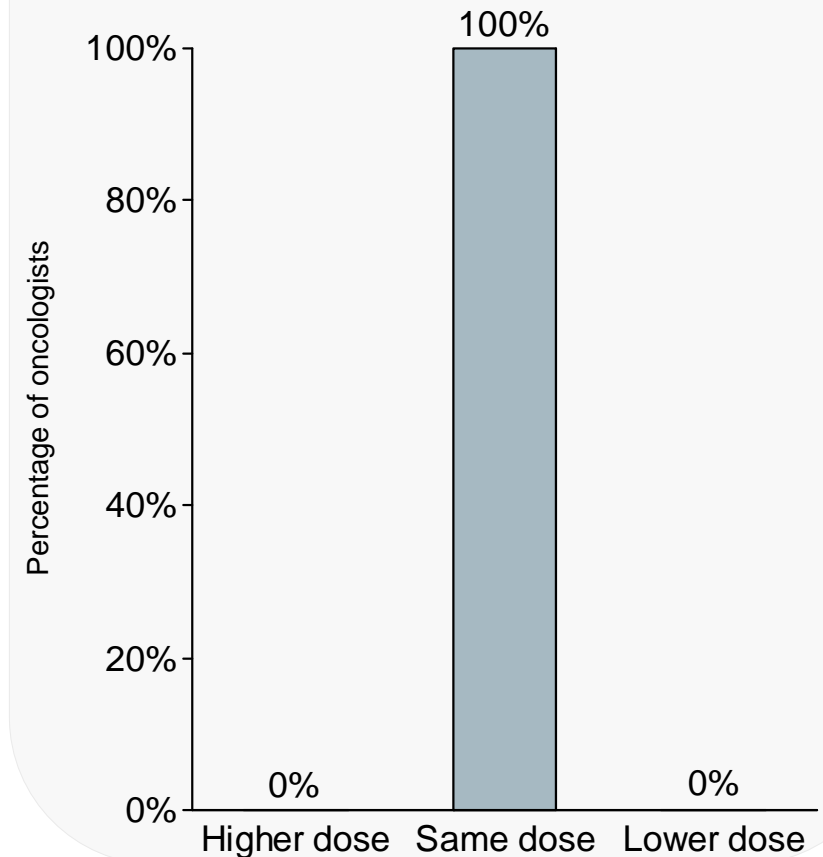
Dosage



**Dosage of Medication XYZ in Strategy A
Compared to ...
(n=5)**



**Dosage of Medication XYZ in Strategy B
Compared to ...
(n=5)**

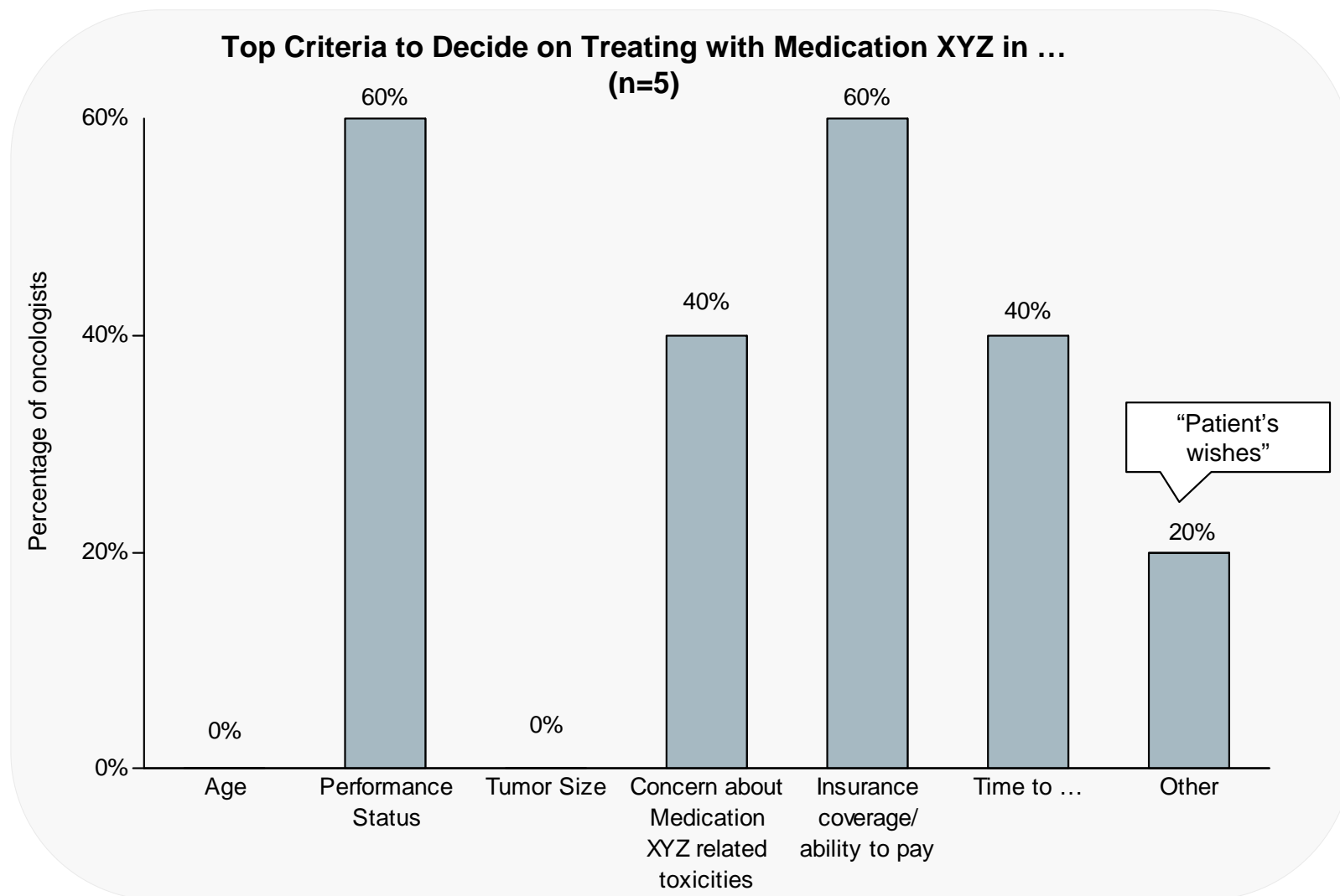
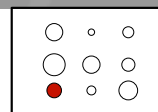


Q: When you discontinue ... and continue treating with Medication XYZ ..., what dose of Medication XYZ do you use?

Q: When you use Medication XYZ in a patient ..., how does the dose of Medication XYZ compare to ...?

Medication XYZ Practice Patterns – Case 7

Criteria to Decide on Strategy B



Q: What are the top criteria you use to decide whether you treat with Medication XYZ in ...?

Research Challenge

- Pharmaceutical company looking to grow market share of cancer treatment drug needed to better understand treatment behavior of a key physician niche
- Client engaged Grail Research because of ability to rapidly execute the project, and design an innovative approach to answering their questions

How Grail Research Delivered

- In 3 ½ weeks, Grail Research identified niche oncologists, designed and fielded an online survey and analyzed data to answer client's key buying process questions
- Client was very satisfied with rapid turnaround and presentation of data, which concisely illustrated the relationship between Strategy A and B
- Client has subsequently retained Grail to perform a number of research projects