

Oncology Case Study

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M3 GLOBAL
RESEARCH

Business Need

These were the key drivers that led to this research being commissioned:

- › Understand current NHL treatment approach in the US and EU to help inform their commercial development strategy
- › Interested in getting a statistically robust sample that would allow them to perform analyses across several different dimensions: community vs. academic, patient types, line of therapy, etc
- › Help the Global Marketing organization to better identify opportunities and threats for both in-market and pipeline assets

Solution

M3's US and EU ISO certified and verified panels were leveraged to field a large quantitative research study in both indolent NHL and aggressive NHL among qualified Oncs/Hem Oncs in ESP, FRA, DEU, ITL, and USA. A portion of the survey design required respondents to submit patient chart data for 1st, 2nd, and 3rd line treatments. M3 created a field plan designed to yield the MD completes and patient chart records needed for analysis. Incentives were offered for base survey plus 3 charts and bonuses for additional charts, including 3rd line charts which were important for the analysis but can be hard to collect.

Outcome & Conclusion

M3 achieved the following results:

Indolent NHL	Completes	1st Line Charts	2nd Line Charts	3rd Line Charts	Total Charts	Field Time*
Spain	44	101	131	131	363	14
France	49	125	135	130	390	19
Germany	57	170	135	135	440	19
Italy	48	140	135	140	415	14
USA	127	370	367	384	1121	10
Totals	325	906	903	920	2279	15.2
Aggressive NHL	Completes	1st Line Charts	2nd Line Charts	3rd Line Charts	Total Charts	Field Time*
Spain	50	59	82	81	392	14
France	50	60	80	80	389	15
Germany	54	59	85	85	403	15
Italy	57	87	90	90	440	14
USA	125	194	236	233	1157	10
Totals	336	459	573	569	2781	13.6

The client was very pleased with the outcome and has leveraged the data across a broad cross-functional group of internal stakeholders. A publication is currently being considered to share meaningful medical insights with the broader scientific community.

*Note that field time is based on business days

About M3 Oncology: M3 has created the largest online oncologist community worldwide through subscription based web portals where members can access the most current and relevant clinical content, play educational games (Smartest Oncologist), find new jobs, locate clinical trials, earn CME credits, and more. As a result of the valued services offered M3 has established relationships with physicians that extends beyond an honoraria payment. **Better Relationships=Better Data**