



Understanding clinicians' treatment priorities for a rare blood cancer

OnDemand audience response system survey uncovers clinical insights

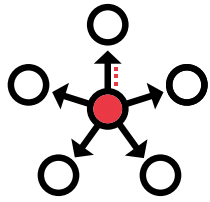
The need: real-world insights into myeloproliferative neoplasm treatment decisions

A Cardinal Health biopharmaceutical client wanted to understand the evolving treatment landscape for a specific type of myeloproliferative neoplasm (MPN). Knowing how difficult it can be to reach busy oncologists and hematologists, the client relied on Cardinal Health's access to practicing clinicians via our GPO-agnostic specialty provider networks.

The client wanted input from a diverse group of medical oncologists and hematologists who had experience in treating patients with MPNs. The desired respondent ratio was 80 percent community practice setting versus 20 percent academic practice setting.

The client's objectives were to:

- Understand how physicians make treatment decisions based on patient clinical parameters, sequencing preferences, symptom burden, safety considerations and responsiveness to clinical data of their agent
- Gather insights into future data generation needs for their agent in a changing treatment landscape



GPO-agnostic specialty provider networks

Offering unique access to providers specializing in oncology, rheumatology, gastroenterology and urology.

- Oncology Provider Extended Network (OPEN)
- Gastroenterology Network
- Nurse Network
- Rheumatology Network
- Urology Network
- Pharmacist Network

The solution: an OnDemand ARS program

Cardinal Health recommended an OnDemand audience response system (ARS) survey. This proprietary online presentation provides respondents with 24/7 access to an asynchronous, digital space that allows even the busiest healthcare providers (HCPs) to share their real-world insights on a specific clinical issue. Interacting with the material at their convenience encourages thoughtful, actionable responses.

The OnDemand ARS survey incorporates a short video and/or slide presentation with a key opinion leader voiceover interspersed with online polling questions delivered to participating HCPs. Each 30-minute program includes 10-12 questions displayed throughout to invite respondents to reflect and fully engage with the material.

The OnDemand ARS program provides clients with a flexible, streamlined experience. Clients can create their own content — or they can rely on Cardinal Health to provide content, source key opinion leaders, or provide third-party video production support. In this case, the client provided the content and the Cardinal Health scientific communications team helped refine the polling questions to ensure clinical relevancy and alignment with good market research practices.

This three-month OnDemand ARS program enabled the client to engage 100 hard-to-reach oncologists and hematologists, uncovering critical insights from HCPs focused on treating this MPN subtype. Cardinal Health prepared a final insights report that provided an easily digestible review of the findings, including aggregated polling results. This timely, actionable feedback ensured the client achieved their goals for this engagement.



This proprietary online presentation provides respondents with 24/7 access to an asynchronous, digital space that allows even the busiest healthcare providers (HCPs) to share their real-world insights on a specific clinical issue.

The results: clinical insights guide future communications to physicians

Throughout the process, the client experienced a streamlined, efficient data exchange with their target HCPs.

For example, the client was able to gain actionable information about the factors that influence HCPs as they select treatment regimens and plan treatment sequencing. Among the most important decision points are whether and when to pursue molecular testing. Symptom burden, platelet levels, comorbidities and adverse effects like thrombocytopenia and anemia also drive HCPs' decisions.

Other key learnings included:

- When and why HCPs choose competing agents
- How individual practices decide to implement the National Comprehensive Cancer Network (NCCN) Guidelines
- How HCPs reacted to the presented clinical data, including whether they were more likely to prescribe the client's agent in the future

The OnDemand ARS results enabled the client to increase their outreach efforts to inform healthcare providers about their agent's latest clinical data and how it can benefit patients with this rare blood cancer. The findings also helped shape the client's messaging strategy by highlighting the importance of emphasizing the safety benefits of their agent and how it aligns more closely with the NCCN Guidelines and recommendations than competing agents do.

Additionally, the client gained insights into whether to pursue additional virtual and on-demand programs to inform broader groups of oncologists and hematologists. Cardinal Health was able to assist with this effort by offering specific recommendations of who to reach based on the data from this engagement.

Unlock provider insights with Cardinal Health

Our Marketing and Engagement team can help you make informed business decisions, tap into tools to optimize your channel and access strategies, and ensure a better patient and provider experience.

To learn more, visit cardinalhealth.com/commercialization or email us at biopharmasolutions@cardinalhealth.com