Capturing the Real World Patient Journey

Integrating Mobile App with Qualitative Interviews

Big Data

Patient Insights

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Presenters....

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Belong is the world’s largest social network for cancer patients and caregivers

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The Dominion Group is a marketing research and consulting firm specializing in hematology/oncology therapeutic areas, including patient journey research
It started with a challenge....

*How to capture comprehensive patient insights from Acute Myeloid Leukemia Patients and their caregivers*

**Rare disease**
- AML patients are hard to find

**Patients are very sick**
- Acute, life-threatening malignancy
- Treatment is an extremely emergent situation

**Symptoms develop acutely without warning**
- Patients are in a “state of shock”
- Life turned upside down in a day or 2

Very difficult to find AML patients and to have them participate in MR
Mobile app identified cohort of AML patients

Offered a source of “Big Data” insights

- Ability to validate AML patients
- Quantify patient-specific treatment paths
- Obtain patient sentiments along their journey

Ability to conduct in-depth qualitative IDIs from larger patient pool

- Ability to solicit a greater number of patients for qualitative market research in shorter time period (~30 days)

Comprehensive insights obtained by combining the power of Big Data with in-depth qualitative insights
Belong
The world's largest social network for cancer patients and caregivers
Everything you need to fight cancer in one place

Belong is the world’s largest social network for cancer patients and caregivers. The Belong app provides people with cancer and their families a unique and innovative personalized solution to help manage and fight cancer more effectively. The service

Free of charge

Click to download
What is Belong?

Structured & Individually Tailored Journey Navigation Platform

1. Putting patients in the center, connected with their ecosystem
2. Deliver tools in one place to manage their treatment smarter and more efficiently
3. Be present at every step of the way

Mobile app

Treatment Navigator

Clinical trials matching

3p’s and Advocacy Support Zone

Community Support

Medical Binder

Chats with Experts
What kind of data does Belong generate?

- Optical Character Recognition (OCR)
- Natural Language Processing (NLP)
- Extract, Transform, Load (ETL)

Unstructured Data:
- Medical Data Images
- Social Activity Text

Structured Data:
- Timeline Tasks
- Surveys
- Smartphone Sensors

Patient Profiler

- Personalized Treatment Quarterback (PTQ) Engine
- Clinical Trials Matching
- Patient Treatment Journey Statistics & Graphs
- Patient – Crowd Comparison

893 Data point mining algorithms (01/02/2018)
Treatment by line of therapy

Treatment Funnel Graph
Bird's-eye View

- % of patients treated with each drug within each line of therapy
AML treatment funnel: Diagnosis

Key Sentiment Themes Related to Diagnosis

- MEC
- VIDAZA
- Data not available

Diagnosed

LOT1

56% 7+3
2% Midostaurin
1% MEC

Diagnosed

21% VIDAZA
2% CLAG-M
1% Cytarabine + Venetoclax
2% Gemtuzumab
2% FLAI-5
10% Data not available

N=77
N=43
N=2
N=1
N=16
N=2
N=1
N=2
N=8
N=77

N=56%

N=1%

N=2%

N=21%

N=2%

N=2%

N=2%

N=10%
Qualitative insights from AML patients

What was unique about these interviews?

Patients shared deeply personal emotions and insights at each step of their journey, from diagnosis through treatment and recovery, even at time of relapse.

Ability to engage patients and caregivers at the time they are experiencing life-changing events associated with AML diagnosis and treatment.

Real time aspect: Patients described “in the moment” hopes, concerns, fears while they are being treated.

Patient experiences represented the full continuum of the treatment journey.

• Subset of AML patient cohort recruited to participate in 60 minute in-depth telephone interviews (TDIs).
• Interviews used to understand emotional and financial aspects of treatment journey as patients were experiencing these events.
Full spectrum of patient types represented

High risk, standard tx +SCT

Patient #
1. Female, 40s: In the middle of her second induction following relapse; plans to undergo SCT and searching for a donor match

Low risk, standard tx, no SCT

Patient #
2. Female, 50s: Recently finished 7+3 and consolidation treatment; suspects relapse, potential for SCT

Elderly 65+, not eligible for SCT

Patient #
3. Caregiver is wife to husband, 74; stable and in remission with ongoing Vidaza treatment

Elderly 65+, eligible for SCT

Patient #
4. Caregiver is daughter of male, 65 years old: Just completed induction and awaiting results of bone marrow biopsy before starting consolidation treatment; SCT possible

Geographic Distribution of Patients/Caregivers

Childhood AML
High risk, standard tx +SCT

Patient #
5. Caregiver is father to daughter, 2 years old: planning SCT, donor is 3 year old brother
Patient journey: emotional insights & financial concerns captured at every step

Eligible high-risk patients go directly from induction to SCT +/- consolidation.
Partnership created value far beyond sum of the parts...

Strong collaboration throughout the process was key and, in turn, was able to enhance the commercial team’s understanding of the real world patient experience.
Thank you for your time....

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