

# LEVERAGING DIGITAL SIMULATION IN COGNITIVE INTERVIEWING

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April 4, 2017

**InTask**

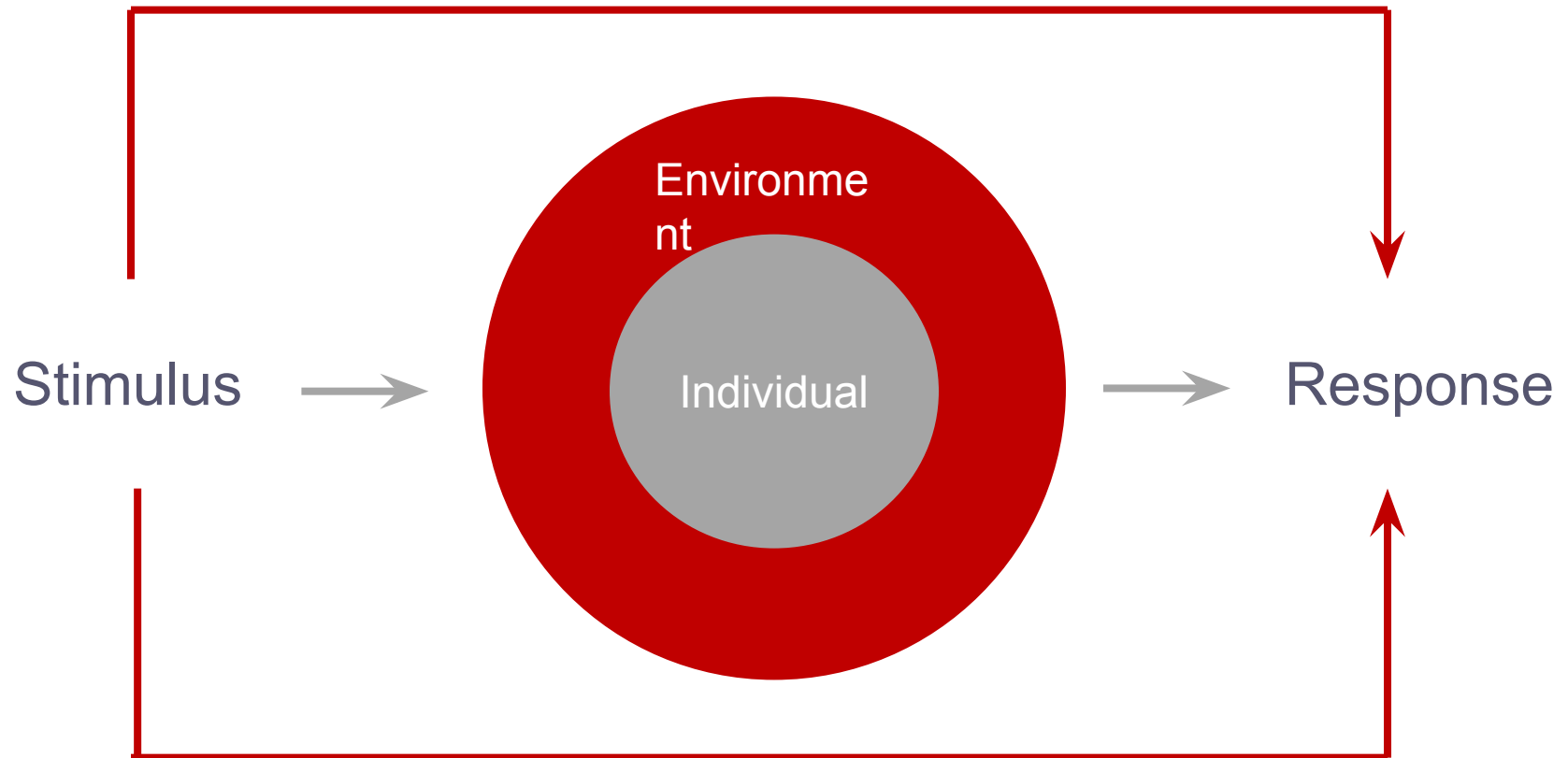
# Understanding HCP Decision Making

- Even in an age of increasingly sophisticated predictive analytics, “why” remains as important as “what”
- Both are essential to providing relevant guidance for commercial decision-making



# Understanding HCP Decision Making

“Why” (Causal Understanding)



“What” (Behavioral Understanding)



# Understanding HCP Decision Making

*Human beings, viewed as behaving systems, are quite simple. The apparent complexity of our behavior over time is largely a reflection of the complexity of the environment in which we find ourselves.*



# Understanding HCP Decision Making

## Challenges

- Getting beyond generalities
- Leveraging behavioral science principles
- Emulating real experience



# Cognitive Interviewing



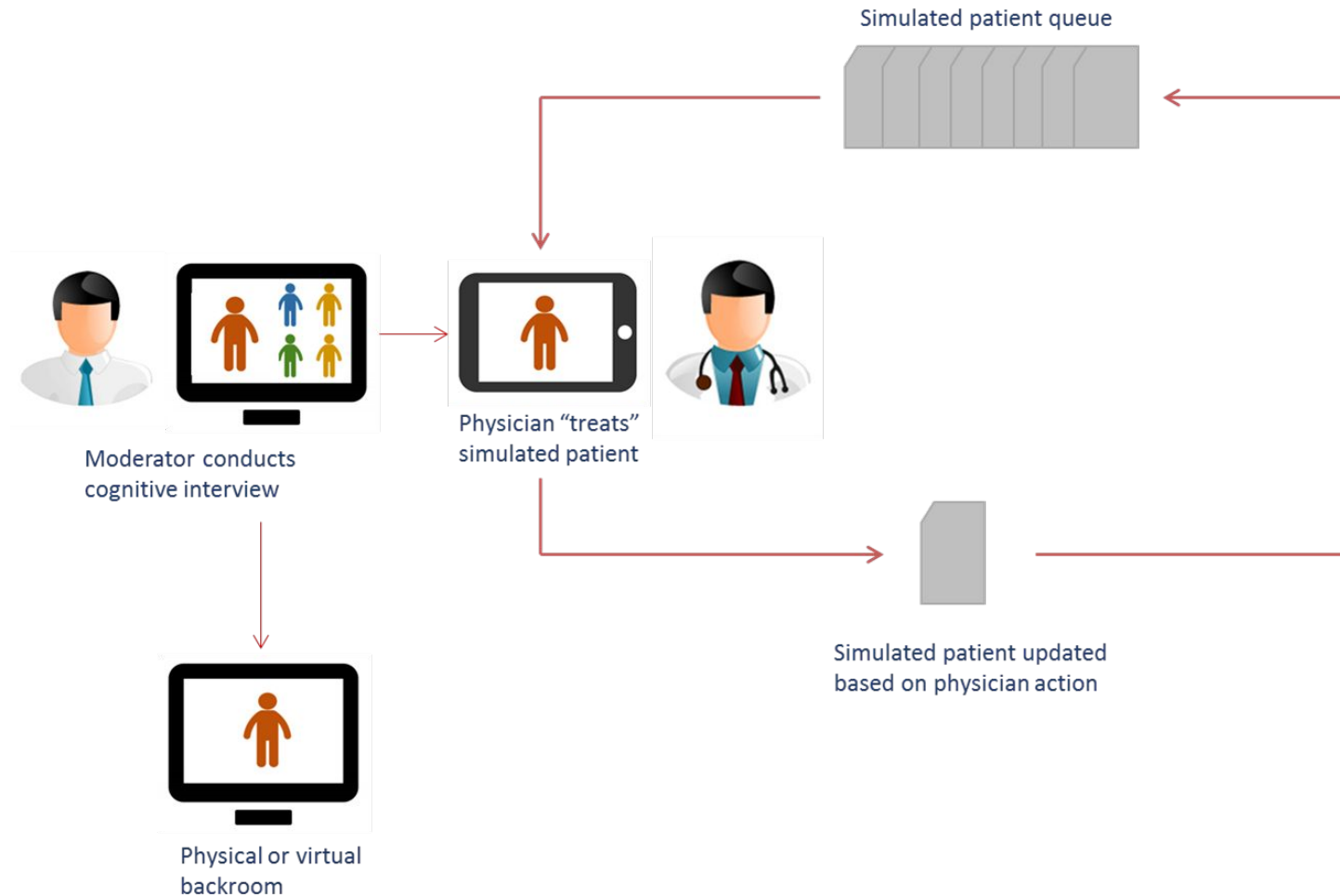
AKA

*“Talk Out Loud”*


*“Think Out Loud”*



# Cognitive Interviewing



# Cognitive Interviewing



**Lou**  
M, 62 years • Caucasian • 6'0" • 205  
VISIT : 1 OF 2

**PATIENT** **TREAT**

Patient Overview

Vitals

Blood glucose/Lipid profile

**Kidney/Liver**

Medical History

Lifestyle factors


## KIDNEY/LIVER

DATE	Current Visit Today	
Creatinine (mg/dL)	0.8	
Microalbuminuria	Negative	
ALT	Normal	
AST	Normal	





# Cognitive Interviewing



**Lou**  
M, 62 years • Caucasian • 6'0  
• 205

VISIT: 1 OF 2

PATIENT TREAT

**Current Visit**

**Today**


BYETTA (exenatide) X

*You may select as many options as desired. Selected options will appear in this box.*

MEDICATION REFERRAL LIFESTYLE MORE.. DONE



# Cognitive Interviewing



**Lou**  
M, 62 years • Caucasian • 6'0  
• 205

VISIT : 2 OF 2  
LAST VISIT : 90 DAYS AGO

**PATIENT** TREAT

Patient Overview

Vitals

Blood glucose/Lipid profile

**Kidney/Liver**

Medical History

Lifestyle factors

## KIDNEY/LIVER

DATE	Visit 1 90 days ago	Current Vis Today
Creatinine (mg/dL)	0.8	0.9
Microalbuminuria	Negative	Negative
ALT	Normal	Normal
AST	Normal	Normal



# Cognitive Interviewing



- Specific patient cases
- Multiple visits
- Autonomy in information access
- Agency and consequence
- Incorporation of risk and uncertainty
- Places the respondent “in the moment”



# Cognitive Interviewing

Excerpts from an actual InTask Cognitive Interview

***I'm going to go back to the patient*** because I want to review her history. And I look at she's currently on Haldol and Lexapro but she's quite, she has a lot of positive symptoms of psychosis and these are the symptoms that are typically most responsive to anti-psychotic medication ***so I have to assume that*** either the dosage of medicine she is on is inadequate or she is non compliant with medicine or the medicine is just not working for her ***so I have a couple of different possibilities there that are going through my mind.***



***I've reached the conclusion now*** that the problem is non-compliance, we have a medication that has helped her in the past so we want to try giving her and let's say he comes back in a week or something, he's giving it to her orally and she does indeed, she is indeed somewhat better then okay I would propose to them let's give this as a once monthly injection, let's give the decanoate as, let's try Haldol decanoate that way we don't have to take it every day.



# Cognitive Interviewing



# Cognitive Interviewing

## Advantages of Simulation

- Overcomes obstacles to conducting cognitive interviews
- Deeper insights than simple chart reviews
- Improved backroom interaction and socialization of findings
- Simulation platform can be used in follow-up quantitative



# Thank You

**Greg Chu**

Chief Operating Officer  
InTask, Inc.

**Mary Hopke**

Associate Director, Business Insights  
Novartis

