

The Pharma Company Sponsor Challenge

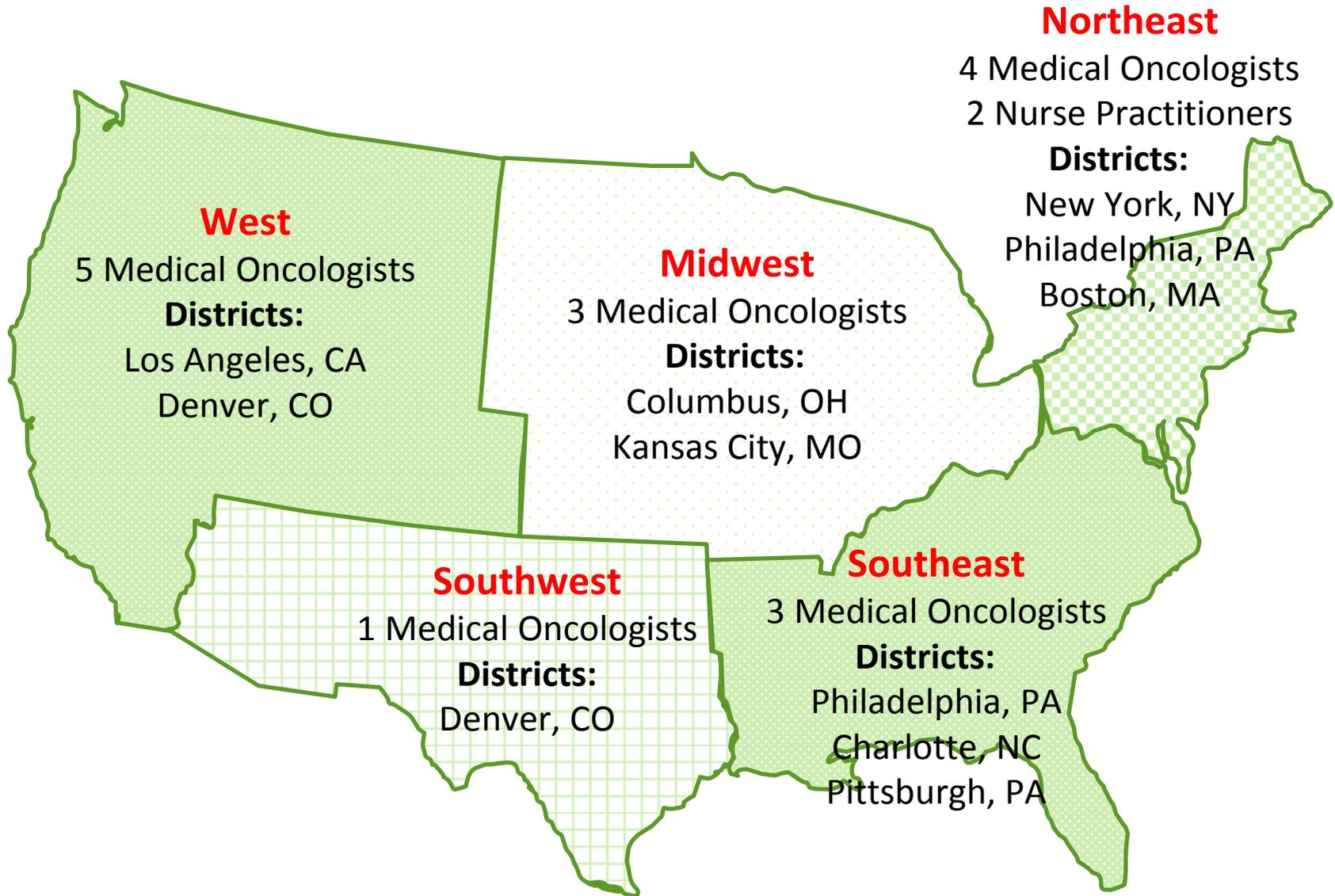
“The website metrics are great but if I’m going to renew our sponsorship, you will need to show me the relevance of your online Renal Cell Carcinoma (RCC) Educational Site to my target audiences”

The Pharma Company Sponsor Challenge

The sponsor-approved approach to the challenge

- × Develop a market research survey to gauge how the RCC educational site is impacting the care of patients with this relatively rare malignancy
- × Recruit and interview up to 20 RCC Educational Site users from a vetted target list 3228 US clinicians, provided by the Pharma Company

Pharma Target List Clinician Interviews (N = 18)



Community Clinician Interviews: Common Themes

- ✘ Majority of interviewees participate in online educational activities; don't have time to travel to conferences
- ✘ Clinicians are looking for a “One Stop Shop”, ie, a place to find all their information
- ✘ RCC Educational Site viewed as a comprehensive, unbiased source of information
 - + Tumor boards are a popular educational activity
 - + Conference Updates are valuable resource for clinicians who don't have time to assimilate all the new data
 - + Expert opinions on new trial data from conferences would be valuable for clinicians who want to understand how these data fit into everyday practice

A Marketing Advantage

**Case Studies Showcase the Target Audience
and Impress Sponsors**

Case Study: The General Oncologist



General Oncologist

Los Angeles, CA

5 RCC patients personally treated in the past 12 months

Part of a multispecialty group, also a member of an academic teaching hospital

“I’m the general oncologist so patients in a sense start with me”

- × Comfortable with using available targeted treatments
- × Finds it somewhat difficult to understand where each product fits into her treatment armamentarium, especially past first-line treatment
- × Feels overwhelmed with the number of therapy choices, and picking the right drugs based on toxicities
- × When she feels comfortable with a therapy, she tends to stick with it
- × Often consults her colleagues regarding optimal treatment choices

Case Study: The General Oncologist

- × Strongly agrees that the RCC Educational Site is pertinent to her professional needs
 - + *Because I think it further enhances the knowledge on more uncommon diseases for physicians like myself who are in general practice and who see really a whole range of cancers. Especially in an area where the evolution of treatment is so rapid and interesting that it's sometimes difficult to keep up.*
 - + *So if you asked me initially a year ago I think I would be referring most of these patients out whereas now I am comfortable keeping them and basically having the knowledge that I'm comfortable with managing these patients at this point.*
 - + *I've only been using the site recently so I wouldn't say I've made any practice changes yet but I certainly plan to apply some of the updated information, and keep up with the latest data*

Case Study: The General Oncologist

- × Strongly agrees that the educational activities have provided her with a greater understanding of the challenges faced by community oncology practices that treat and manage patients with metastatic renal cell carcinoma
- × Strongly agrees that the educational activities have provided her with a greater appreciation of how renal cell carcinoma treatment guidelines and specialist guidance can help community oncology practices to treat and manage this malignancy beyond its initial stages.
- × Found the RCC Educational Site very easy to use

**Market Research Successfully Met the
Pharma Company Sponsor Challenge
And Provided Valuable Information to Increase
Target Audience Engagement**