

# Examining best-practice guidelines for patient research

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## Patients – where are you?

- What are patients?
- Healthcare consumers? (HCC)



## Healthcare consumers (HCC)?

I am Average Joe. I take flu remedy, pain killers, have 20 medicines in my cabinet, but I am not a patient.



I am not telling you I am HIV positive or not.



## Patient recruitment

- Use multiple recruitment sources
- Consumer panel
- Physician referral
  - Confidentiality
  - Consent
- Patient association
- Online chat rooms

## Patient engagement

- What is the most effective method to engage and understand patients?
  - Focus groups
  - Online surveys
  - Qualitative or quantitative
  - Online community
  - Social media research
  - Patient diary
- Survey design

## Patient sampling

- Representative sampling
- How to define universe?
- Verification
- Duplication – relevant ID

## Patient records

- Patient's NHS records could be shared with private firms (David Cameron, BBC news, 5<sup>th</sup> of Dec. 2011)
  - Every NHS patient should be a research patient with his/her medical details 'opened up' to private healthcare firms
- Does that mean the end of patient case study for us?
- Will primary patient study still exist?
  - Are they following the treatment?
  - Are they satisfied about the treatment?
  - Do they search information online or take other non-HCP advises?

## Patient case approach

- Familiarity breeds success
- Use patient case studies to understand patient-physician interactions – to be a ‘fly on the wall’

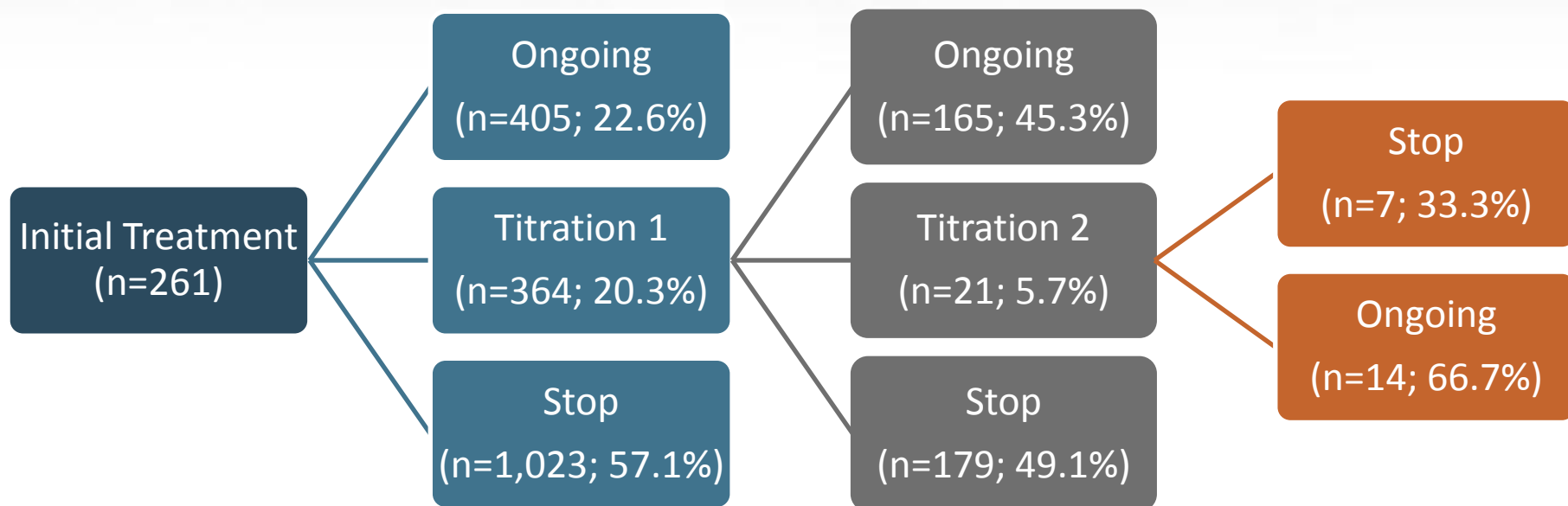




## Use patient records research to:

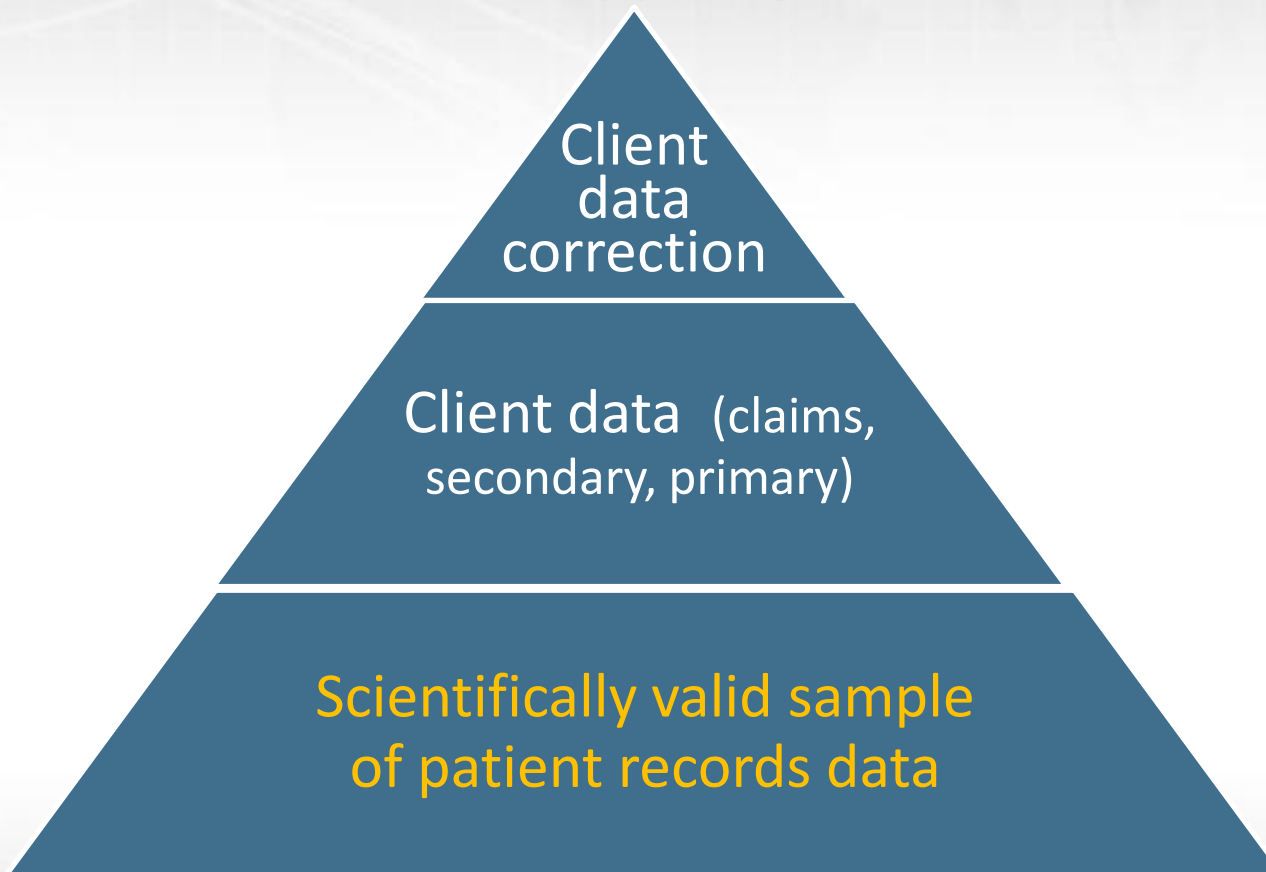
- Learn how physicians think about, classify, diagnose, and treat target patients, including:
  - Guidelines followed, if any
  - Diagnostic tests used
  - Patient demographics and treatment history
  - Concomitant illness
  - Dosing and titration, duration, switching behaviours, and patterns
  - Treatment layering

## Use patient records research to understand patient flow



# Use patient records research to help size a new market

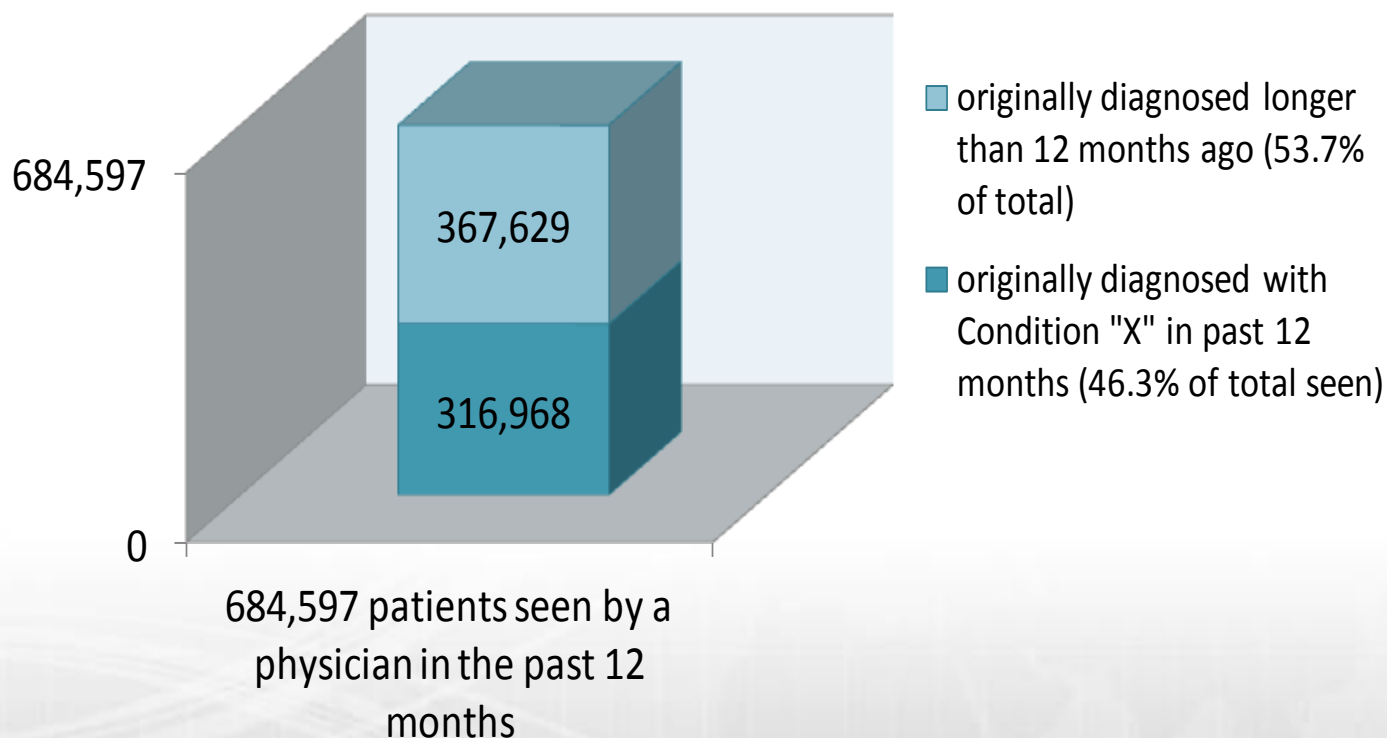
## TRIANGULATION



A Key to Accurate Market Sizing and Forecasting

## Use patient records research to help size a new market

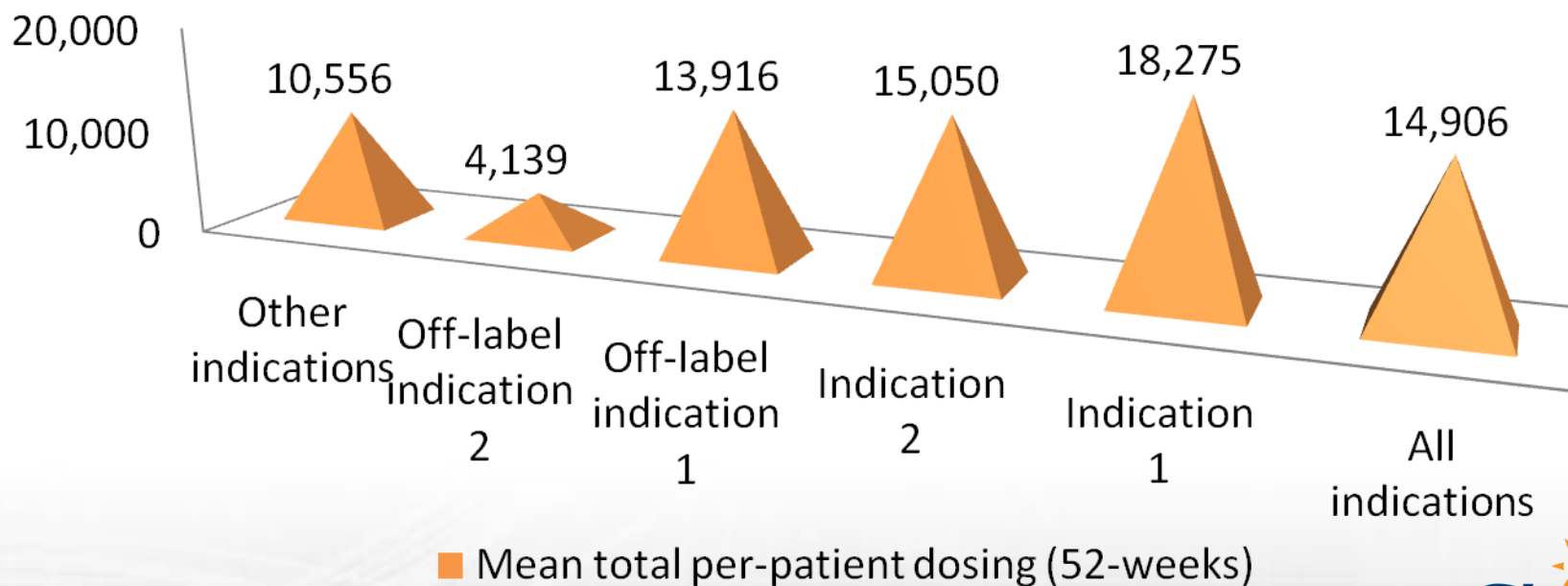
- Example: Claims data were missing for the 53.7% seen in past 12 months but for whom no claims were submitted, an estimated 367,600 patients.





## Use patient records research to:

- Reveal hidden growth opportunities:
  - An example is when off-label usage of a drug/product indicates enough need to justify clinical trials for a new indication as was the case here:



# Use patient records research to determine factors that 'drive' treatment decisions – an example

<u>Influence Level</u>	<u>Factor</u>
★★★	Recurrence risk (as assessed by physician)
★★	Physician most often follows XXXXX guidelines
★★	Geographic region
★	Number of “face-to-face” details physician received in past 12 months
★	Physician’s Drug X prescribing decile (from purchased sales data)
★	Patient’s perceived overall health status “poor” or “very poor”
★	Presence of concomitant XXXXX

★ Low Level of Influence

★★ Medium Level of Influence

★★★ High Level of Influence

\* Wald statistic for each factor significant beyond .05 level.

Nagelkerke R Square = .357

## Patient records studies can also be used to:

- Reduce data acquisition costs associated with new product development assessment
- Uncover differences between what physicians think they do vs. what they actually do
- Identify hurdles that prevent physicians from doing what they, and you, want them to do
- Track market changes on regular intervals (quarterly, semi-annually, annually)
- Identify optimal product differentiation and positioning

## Greatest obstacle to patient records research:

- Obtaining a valid, representative sample of the important patient segments, including:

- **Market research resisters**
- **Heavily burdened** physicians

In addition to the physician segment that tends to be greatly overrepresented in surveys, including patient records studies, the

- **Easy-to-reach, glad-to-participate** physicians
- Nothing else matters if the sample used for your research project does not have a high degree of representative precision. Even the most sophisticated analytics can lead you astray if based on a sample with hidden or unknown biases.



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