



# **Aptel Research**

## **Case Studies**



# Early Stage Compound Evaluation

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## Business Issue

As part of a due diligence initiative, our client wanted to evaluate the opportunity of a 1st in class therapy for three potential solid tumors

## Solution

We employed a range of tools, including:

- 1) Desk research to identify potential key competitors and review in-house primary quantitative research regarding market potential
- 2) internal interviews with marketing and medical functions to gain additional insights on each market's opportunities and threats
- 3) In-depth face-to-face interviews with key opinion leaders to assess their current practice, unmet need and identify the opportunity this new class may represent for each solid tumor.

## Results

As a result, we provided a clear overview of the potential of this 1<sup>st</sup> in class compound for each of the tumor types as well as a preliminary road map for the positioning of the most promising indication for this new compound.



# Impact of New Clinical Data on Market Landscape/Treatment Practice

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## Business Issue

Our client wanted to evaluate the impact of new clinical data on medical practices and specifically on the use of their therapy for advanced renal cell carcinoma (RCC).



## Solution

We conducted In-depth interviews with community oncologists to assess their understanding of and reactions to the new data.

To gain a comprehensive understanding of the potential market evolution for their therapy, we included into the qualitative interview process a behavior-based approach, specifically some patient records. A quick desk research on the changing RCC environment was also included into the project.



## Results

We provided a clear overview of the changing market place. We identified potential impact of the new data on our clients' therapy and potential weaknesses of the competitive data. The insights gave a solid foundation for the development of scenario to support a strategy workshop to revise the positioning strategy.



# Identification of Patient Reported Outcomes

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## Business Issue

Our client wanted to differentiate their Phase II pain treatment from their competition. Thus, they were looking to incorporate into their Phase III trial an additional secondary efficacy endpoint based on patient reported outcome (PRO).



## Solution

We conducted an exploratory research with mini-groups of patients to explore the impact of pain on patients, treatment goals, level of satisfaction with current treatments and unmet needs. As part of the research, patients also reacted to several potential concepts for endpoints. To help respondents describe their day-to-day life, prior to the interviews for two weeks, patients noted their feelings into a journal.



## Results

We defined the most meaningful patient-reported outcomes to be used as differentiating secondary efficacy endpoints for this new pain treatment.



# Development of Patient/Caregiver Promotional Material

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## Business Issue

To support the development of patient/caregiver promotional material for an multiple sclerosis treatment, our client wanted to understand the clearest language and best message flow to educate patients/caregivers



## Solution

We conducted in-depth interviews with patients/caregivers and incorporated projective techniques into the research in addition to direct questioning and testing of “messages”. It helped create a freeflowing discussion and an environment where respondents were more comfortable revealing their underlying emotions towards their disease and its treatment. Respondents were able to describe in their own words how they understand their condition/disease as well as how they perceive the benefits of this therapy.



## Results

We identified the messages that were most compelling for patients/caregivers as well as provided a lexicon of terms used by respondents to describe their conditions, expectations and understanding of the MOA of this new treatment.