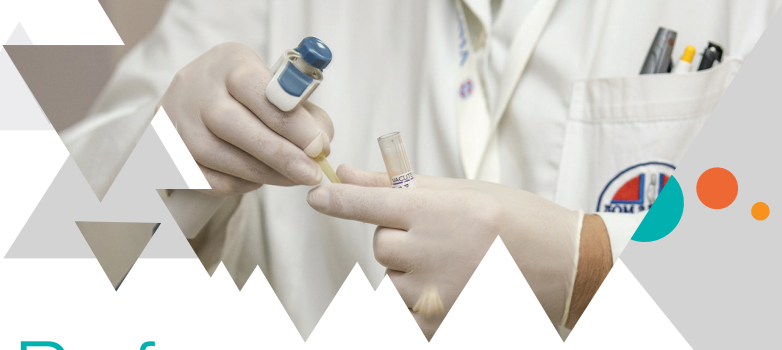
Ipsos Healthcare



Custom Data Build Case Study: Patient Preferences

Global Evidence, Value and Access (GEVA)

Growing Importance of Patient Preferences

Establishing patient preferences for treatment has become increasingly important for the healthcare industry. The Food and Drug Administration (FDA) set a significant precedent by recently incorporating patients' risk/benefit tradeoffs into an approval decision. The European Medicines Agency (EMA) has also undertaken pilot studies to understand how best to integrate patient preference information.

However, beyond the regulatory perspective, treatments with profiles preferable to patients (e.g., oral versus injectable administration, fewer tolerability issues, etc.) have inherent value in need of objective quantification to support clinical decision making and reimbursement decisions. Research has shown that aligning treatments with patient preferences can maximize adherence and follow-up care, potentially providing both clinical and economic advantages.

Case Study Background

Aligning prescribed treatments with patient preferences can maximize adherence and clinical outcomes. Thus, Ipsos Healthcare recently conducted a multi-phased study using a customized data build approach in North America and Western Europe to assist in the development of a usability/preference survey for the purpose of evaluating a medical device. In the qualitative phases, respondents were recruited from healthcare professional panels maintained by Ipsos Healthcare and interviewed about their experiences with certain medical devices. Concept elicitation and cognitive debriefing were also conducted in these initial phases. In the quantitative phase, applicable statistical analyses were performed (e.g., dependent samples t-test). The primary research objective of this study was to evaluate the validity, clarity, appropriateness, and comprehensiveness of the usability/preference survey, as well as its presentation. Future usability studies can use this survey to comprehensively capture the patient/physician perspectives.

In addition, Ipsos was also involved in conducting a patient preference study (using a discrete choice experiment) to quantify the value for patients with an autoimmune condition would place on the various attributes associated with the available treatment options. This multi-phased study was conducted in Germany to support a submission to the Institute for the Quality and Efficiency of Healthcare (IQWiG).

Phase 1	**Qualitative research**	N=21 patients recruited from physicians/hospitals were interviewed for 90 minutes.
Phase 2	**Attribute generation**	Content of the qualitative interviews and findings from the scientific literature were integrated into a list of potential attributes.
Phase 3	**Attribute reduction**	A small scale quantitative study (N=60) was performed in order to apply data reduction techniques (i.e., exploratory factor analysis) to reduce the potential pool of attributes to the ones that explain the most variance in preference.
Phase 4	**Level finalization**	Attribute levels were finalized based on qualitative data, the scientific literature, and clinical input.
Phase 5	**Discrete choice experiment**	N=180 patients completed the discrete choice experiment, with subgroups examined separately. Results were submitted to IQWiG.

Ipsos' Market Differentiation

Ipsos offers a number of differentiators when conducting studies:

- A truly global presence, with research staff and offices in more than 80 countries
- The industry's largest portfolio of syndicated prescribing data, with coverage in 40+ countries and 25+ diseases
- Customizable data collection and approaches to deliver deeper insights and greater value
- A dedicated international fieldwork group, able to coordinate patient, caregiver, and provider recruitment in multiple countries simultaneously
- Full integration of research solutions:
  - Global Therapy Monitors, MDx Portfolio, Topical Syndicated Reports, Commercial Strategy and Planning, GEVA, Advisory Services, Qualitative Services, Quantitative Services

Ipsos' Global Evidence, Value and Access (GEVA) Group

GEVA's mission is to bridge the gap in real world evidence in the healthcare industry. The GEVA team has extensive experience in the strategy and development of real world evidence through all phases of innovation to inform healthcare decision making. We offer a broad portfolio of epidemiologic, health economics and outcomes research, and real world evidence data solutions, including:

- Custom Data Builds,
- Global Therapy Monitors, &
- Automated Healthcare Data (claims, EMR, IDN) Analyses.

Through each of these offerings, backed by GEVA's extensive expertise, pharmaceutical, bio-tech, and medical device manufacturers have access to rich clinical and outcomes data not otherwise accessible through traditional claims analyses alone and at a much lower cost than disease registries.

Ipsos' Data Sources

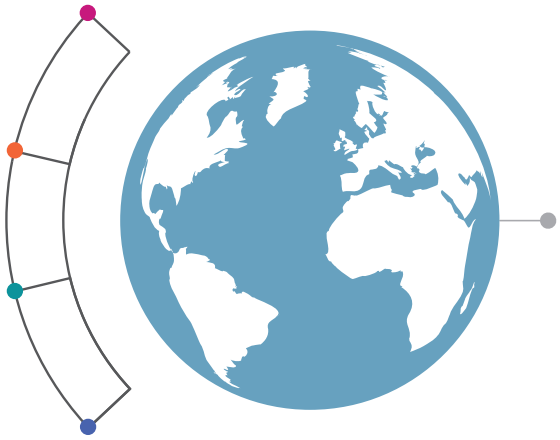
Ipsos gathers real world evidence from multiple sources:

PATIENTS
- Chart abstractions
- Panels
- Qualitative surveys
- Focus groups
- Claims/EMR/IDN data analyses
- Social media platform/online community

CAREGIVERS
- Panels
- Qualitative surveys
- Focus groups
- Cognitive interviews

PROVIDERS
- Online panels
- Qualitative surveys
- Focus groups
- Cognitive interviews

PAYERS
- Qualitative surveys
- Focus groups
- Cognitive interviews



GEVA'S PORTFOLIO OF RWE SOLUTIONS

- Custom Data Builds
- Global Therapy Monitors
- Automated Healthcare Data Analyses

About Ipsos Healthcare

Ipsos Healthcare partners with pharmaceutical, biotech, and medical device manufacturers to inspire better healthcare. Operating in over 40 countries, our 600 experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimization. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches—all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.

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