

PUBLIC POLL FINDINGS AND METHODOLOGY

Understanding Patients with Metastatic Breast Cancer – A Preference for Oral Treatments

These are from a survey conducted by Ipsos in collaboration with Living Beyond Breast Cancer and funded by Eli Lilly and Company. The survey was conducted between August 23-October 18, 2023. For this survey, a sample of n=100 women with estrogen receptor positive (ER+), HER2-negative metastatic breast cancer between the ages of 35-75 from the continental U.S, Alaska, and Hawaii was interviewed online in English. The sample was randomly drawn from Ipsos' online panel partners. To qualify for the survey, respondents needed to be currently receiving systemic treatment for their breast cancer under an oncologist's care but have no prior usage of the intramuscular injection fulvestrant, in addition to the sample qualifications listed above. No data weighting was implemented for this study, and the survey findings reflect the opinion of these respondents only.

For complete results, please refer to the following annotated questionnaire:

Survey Screener

S1. Do you or any member of your family have any paid affiliation with any of the following types of companies?

	Total (N=100)
Medical Equipment Manufacturer	-
Market Research, Advertising or Media	-
Government Drug Approval Organization	-
Drug Reimbursement Organization	-
Pharmaceutical or Biotechnology manufacturer, distributor, retailer, wholesaler or marketer of pharmaceutical products	-
None of the above	100%

S2. What is your gender?

	Total (N=100)
Male	-
Female	100%
Non-binary	-
Prefer not to answer	-

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S3. How old are you?

	Total (N=100)
40-49	41%
50-75	53%

S4. Which of the following best describes you?

	Total (N=100)
Alaska Native	-
Asian, Asian American, or Pacific Islander	2%
Black, African American, or Caribbean	6%
Central or South American Indigenous	-
Hispanic, Latino, or Spanish	5%
Middle Eastern or North African	-
Native American, First Nations	1%
Native Hawaiian	-
White / Caucasian	86%
Prefer not to answer	-
None of these describe me	-

S5. Have you ever been diagnosed by a medical professional with any of the following?

	Total (N=100)
Hypertension / high blood pressure	29%
Dyslipidemia / high cholesterol	12%
Diabetes	8%
Cancer	100%
Rheumatoid arthritis	3%
Depression	36%
None of the above	-

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S6. Which of the following types of cancer have you been diagnosed with?

	Total (N=100)
Breast cancer	100%
Colorectal cancer	-
Leukemia	-
Lung cancer	-
Lymphoma	-
Skin cancer (including melanoma)	2%
Uterine cancer	2%
Another type of cancer not listed	-
None of the above	-

[ASK S6A TO THOSE WHO HAVE BEEN DIAGNOSED WITH MULTIPLE CANCERS IN S6]

S6a. Which of the following types of cancers is your **primary cancer**? That is, your physician indicated that the cancer originated from this site.

	Diagnosed with multiple cancers (N=4**)
Breast cancer	100%
Colorectal cancer	-
Leukemia	-
Lung cancer	-
Lymphoma	-
Skin cancer (including melanoma)	-
Uterine cancer	-
Another type of cancer not listed	-

****CAUTION:** *small base size*

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[ASK S7 TO THOSE WHO HAVE BEEN DIAGNOSED WITH BREAST CANCER IN S6/S6a]

S7. Has your physician told you if your cancer is **currently** in any of the below categories?

	Breast Cancer Patients (N=100)
Localized / Early Stage	-
Intermediate Stage	-
Advanced / Metastatic / Stage IV	100%
In Remission/No Evidence of Disease	-
Don't know	-
Other (specify)	-

OPTION 1 – LOCALIZED / EARLY STAGE: Localized / Early stage refers to cancer that is found only in the location where it started and has not spread to other parts of the body, outside of your breast.

OPTION 2 – INTERMEDIATE STAGE: Intermediate stage refers to cancer that has spread to the surrounding area (such as the lymph nodes, the skin, or chest muscle), but has not spread to other parts of the body.

OPTION 3 – ADVANCED / METASTATIC / STAGE IV: Advanced / Metastatic / Stage IV refers to cancer that has spread to other parts of your body outside of the breast and its surrounding area (such as the liver or bones). Your physician may have told you that you have stage 4 cancer. They may have also told you that your cancer cannot be removed completely by surgery.

S8. What is the estrogen receptor status of your breast cancer?

	Breast Cancer Patients (N=100)
Estrogen receptor positive (ER+)	100%
Estrogen receptor negative (ER-)	-
Triple negative	-
Don't know	-

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S9. What is the HER2 status of your breast cancer?

	Breast Cancer Patients (N=100)
HER2 positive (+)	-
HER2 negative (-)	100%
Don't know	-

S9a. Are you currently receiving systemic treatment for your breast cancer? Please do not consider surgery or radiation.

	Breast Cancer Patients (N=100)
Yes	100%
No	-
Don't know	-

S10. Thinking about the treatments you received after your breast cancer diagnosis, did any of those treatment regimens contain **Faslodex (fulvestrant)**?

	Total (N=100)
Currently taking	-
Have taken in the past, but do not currently take	-
Have never taken	100%

S11. In the past 6 months, how many times have you seen your oncologist regarding your **ER+, HER2-metastatic breast cancer**?

Mean Summary

	Total (N=100)
Mean	4.8

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S12. In which state do you live in?

Summary by Region

	Total (N=100)
Midwest	28%
Northeast	19%
South	39%
West	14%

S13. At the present time, are you...?

	Total (N=100)
Working for pay / employed full-time	29%
Working for pay / employed part-time	9%
Temporarily unemployed	2%
Disabled or unable to work	41%
Choose not to work	4%
Retired from a paying job / employment	14%
Prefer not to answer	1%

Main Survey

Throughout the survey, we will ask about medical facilities, oral medications, infusions, and intramuscular (IM) injectable treatments.

A **medical facility** refers to a doctor's office, hospital, clinic, outpatient care center, or another location you go to for medical needs.

An **oral medication** refers to a medication taken by mouth, such as a pill.

An **infusion** refers to a medication given slowly by a needle into a vein or tissue (commonly called an IV treatment).

An **intramuscular injectable (IM) treatment** refers to a medication given by a needle that is administered into a muscle, usually in the thigh, buttock, hip, or upper arm area.

[EVERY TIME THE ABOVE, BOLDED, TEXT WAS SHOWN IN A QUESTION/RESPONSE, THE RESPONDENT COULD HOVER OVER THE TEXT FOR A DEFINITION]

Q100. First, we'd like to start off by understanding the medications you're currently taking.

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How many different prescription medications do you currently take for any condition?

Mean Summary

	Total (N=100)
Mean	5.7

Q101. Of those [PIPE IN Q100 RESPONSE] medications you currently take, how many are administered at a **medical facility** and how many are taken at **home**? Please count only the number of *medications*, not the total number of pills, injections, or IVs.

Your answers should add to [PIPE IN Q100].

Mean Summary

	Total (N=100)
	Mean
medications administered at a medical facility	0.6
medications taken at home	5.1

Q102. Across all conditions, how many total **prescription oral medications** do you take per day? Your best estimate is fine.

Mean Summary

	Total (N=100)
Mean	5.1

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[ASK Q103 TO THOSE WHO HAVE TAKEN MEDICATIONS AT A MEDICAL FACILITY]

Q103. Thinking about those medications administered at a **medical facility**, how much time out of your day does it take for a visit to receive your medication at a **medical facility**?

Mean Summary

	Receive Medications at HCP Office (# of minutes) (N=49**)
Time spent making accommodations so you can attend your appointment	14.3
Travel time to the treatment location	32.6
Time in the exam room waiting to receive your medication	31.9
Time spent speaking with the staff member who will be administering the treatment	10.7
Time spent talking with other office staff (e.g. scheduling follow-up visits)	8
Time spent receiving your medication	21.8
Time spent in the 'watch period' after receiving your medication	5.5
Travel time from the treatment location	33.4

****CAUTION:** small base size

[ASK Q104 TO THOSE WHO HAVE TAKEN MEDICATIONS AT A MEDICAL FACILITY]

Q104. Approximately how far is it (one way) to the **medical facility** where you receive your medication? Your best estimate is fine.

Mean Summary

	Receive IM Injectable at HCP Office (# of minutes) (N=49)
Mean	21.6

****CAUTION:** small base size

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[ASK Q105 TO THOSE WHO HAVE TAKEN MEDICATIONS AT A MEDICAL FACILITY]

Q105. On average, how often do you visit a **medical facility** for your treatment?

Mean Summary

	Receive IM Injectable at HCP Office (# of weeks) (N=49**)
Mean	6.3

**CAUTION: small base size

[ORDER OF Q106 & Q107 WERE RANDOMIZED]

Q106. Overall, how do you feel about **medications** that are **administered at a medical facility** on a regular basis (e.g., once a month, twice a month)?

	Total (N=100)
Ambivalent	7%
Angry	4%
Anxious	36%
Annoyed	23%
Bored	7%
Confused	-
Empowered	4%
Fearful	13%
Hopeful	38%
Interested	5%
Motivated	9%
Optimistic	26%
Overwhelmed	19%
Sad	8%
Supported	27%
Relieved	10%
Frustrated	14%
Other	6%
Not sure	13%

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Q107. Overall, how do you feel about **oral medication(s) you can take at home?**

	Total (N=100)
Ambivalent	8%
Angry	4%
Anxious	19%
Annoyed	8%
Bored	1%
Confused	-
Empowered	20%
Fearful	9%
Hopeful	60%
Interested	9%
Motivated	14%
Optimistic	46%
Overwhelmed	16%
Sad	10%
Supported	32%
Relieved	34%
Frustrated	13%
Other	2%
Not sure	2%

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Q110. Which medications listed below are you currently taking or have taken previously to treat **your breast cancer**? Select one answer per row.

	Total (N=100)		
	Currently Taking	Taken in The Past	Never Taken
Afinitor (everolimus)	-	-	100%
Armidex (anastrozole)	12%	17%	71%
Aromastin (exemestane)	11%	6%	83%
Fareston (toremifene)	-	-	100%
Femara (letrozole)	67%	12%	21%
Ibrance (palbociclib)	50%	12%	38%
Kisqali (ribociclib)	19%	4%	77%
Lupron (leuprolide)	13%	17%	70%
Nolvadex (tamoxifen)	4%	41%	55%
Orserdu (elacestrant)	1%	1%	98%
Piqray (alpelisib)	-	-	100%
Verzenio (abemaciclib)	12%	3%	85%
Zoladex (goserelin)	11%	11%	78%
Chemotherapy	7%	46%	47%
Other	15%	5%	6%

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Q111. You indicated you are currently taking [INSERT PRODUCTS CURRENTLY TAKING FROM Q110 WITH EACH DRUG SEPARATED BY A COMMA] for your **metastatic breast cancer**.

Please indicate your satisfaction with your **current treatment regimen**, using the 5-point scale, where 1 means “Very dissatisfied” and 5 means “Very satisfied.”

Data below reflects **aggregate** satisfaction, regardless of specific treatment regimen.

	Total (N=100)
Very Satisfied	50%
Somewhat Satisfied	38%
Neither Satisfied Not Dissatisfied	7%
Somewhat Dissatisfied	3%
Very Dissatisfied	2%

Q115. How do you feel about your current breast cancer treatment regimen?

Data below reflects **aggregate** emotions, regardless of specific treatment regimen.

	Total (N=100)
Ambivalent	9%
Angry	4%
Anxious	31%
Annoyed	7%
Bored	1%
Confused	1%
Empowered	16%
Fearful	18%
Hopeful	70%
Interested	8%
Motivated	15%
Optimistic	61%
Overwhelmed	24%
Sad	12%
Supported	41%
Relieved	24%
Frustrated	11%
Other	2%

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Q140. On average, how often do you visit your oncologist's office either to see the oncologist or another healthcare provider for your **metastatic breast cancer**?

Mean Summary

	Total (# of weeks) (N=100)
Mean	6.4

Q145. Approximately how far is it (one way) to your oncologist's office? Your best estimate is fine.

Mean Summary

	Total (# of miles) (N=100)
Mean	25.4

Q150. We want to understand how much time a visit to your oncologist's office takes in your day.

Thinking about a typical visit, how much time, in minutes, do you spend on each of the following? Your best estimate is fine.

Please provide an answer at each row. If any of the below are not applicable to you, please enter 0.

Mean Summary

	Total (# of minutes) (N=100)
	Mean
Time spent making accommodations so you can attend your appointment	12.3
Travel time to the office	35
Time in the exam room waiting to speak with the oncologist	22.1
Time spent speaking with the oncologist	18.4
Time spent speaking with nurses/physician assistants	11.8
Time spent talking with other office staff (e.g. scheduling follow-up visits)	8.2
Travel time from the office	35.2

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Q160. When you have an appointment at your oncologist's office, what accommodations do you (or others) need to make?

	Total (N=100)
Take sick time or PTO from work	26%
Take unpaid time off from work	18%
Schedule transportation to get to/from the appointment	17%
Find friend/parent/family member to accompany me to the appointment	33%
Arrange for a friend/parent/family member to care for a child	16%
Schedule paid care for a family member (child, parent, spouse, etc.)	3%
Pay extra for extended care hours (for a family member)	-
Cancel or reschedule other personal appointments	30%
Cancel or reschedule family activities	22%
Other	13%

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Q200. First, when thinking about treatment options for your breast cancer, what are the 3 most important qualities to you when considering a potential medication?

	Total (N=100)
The medication's side effects are tolerable	79%
Impact on my quality of life	79%
Out-of-pocket costs	33%
Impact on my daily routine	20%
Impact on my mental health	16%
Frequency of trips needed to my oncologist's office to receive treatment	15%
The medication's route of administration (oral/pill, injection, etc.)	12%
Downtime needed to recover from receiving treatment	12%
The ability to take my medication in a location that's convenient to me	10%
The duration of the treatment (how long the treatment will continue)	6%
Pain associated with the administration of a treatment	6%
The accommodations I will need to make to my personal life to receive this medication (finding childcare, canceling/rescheduling events, etc.)	4%
Quality of the patient support program	1%
Other	2%

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Q205. Have you talked with your oncologist about any of the following treatments for breast cancer?
Select all that apply.

	Total (N=100)
Afinitor (everolimus)	6%
Armidex (anastrozole)	5%
Aromastin (exemestane)	3%
Fareston (toremifene)	1%
Faslodex (fulvestrant)	22%
Femara (letrozole)	14%
Ibrance (palbociclib)	21%
Kisqali (ribociclib)	13%
Lupron (leuprolide)	3%
Nolvadex (tamoxifen)	6%
Orserdu (elacestrant)	3%
Piqray (alpelisib)	12%
Verzenio (abemaciclib)	25%
Zoladex (goserelin)	5%
Chemotherapy	26%
Other	17%
None of the above	44%

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Q210. When discussing breast cancer treatment options with your **oncologist**, which of the following do you discuss?

	Total (N=100)
The medication's side effects are tolerable	86%
Impact on my quality of life	84%
The duration of the treatment (how long the treatment will continue)	50%
The medication's route of administration (oral/pill, injection, etc.)	48%
Frequency of trips needed to my oncologist's office to receive treatment	43%
Impact on my mental health	32%
Out-of-pocket costs	31%
Downtime needed to recover from an IM injectable treatment	23%
Receiving resources for support services I need from my oncologist (patient support services, counseling, etc.)	23%
Pain associated with an IM injectable treatment	18%
Receiving the emotional support I need from my oncologist (empathy, understanding, etc.)	15%
Remembering to take a pill daily	12%
The accommodations I will need to make to my personal life to receive this medication (finding childcare, canceling/rescheduling events, etc.)	11%
Other	2%
I do not have any concerns with treatments currently available	3%

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Q212. When discussing breast cancer treatment options with your **support staff** (nurse, nurse practitioner, or physician's assistant) which of the following do you discuss?

	Total (N=100)
The medication's side effects are tolerable	59%
Impact on my quality of life	54%
Frequency of trips needed to my oncologist's office to receive treatment	31%
The medication's route of administration (oral/pill, injection, etc.)	27%
Receiving resources for support services I need from my oncologist (patient support services, counseling, etc.)	27%
Impact on my mental health	25%
Out-of-pocket costs	23%
Downtime needed to recover from an IM injectable treatment	17%
Receiving the emotional support I need from my oncologist (empathy, understanding, etc.)	15%
The duration of the treatment (how long the treatment will continue)	14%
Pain associated with an IM injectable treatment	14%
The accommodations I will need to make to my personal life to receive this medication (finding childcare, canceling/rescheduling events, etc.)	8%
Remembering to take a pill daily	6%
Other	-
I do not discuss any treatment concerns with support staff members	24%

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Q215. What, if anything, have you heard or read about **Faslodex (fulvestrant)**, either from your healthcare provider or from other sources of information on breast cancer (e.g., medical websites, support groups, etc.)?

	Total (N=100)
Soreness after injection	47%
Can be combined with other breast cancer treatments	43%
Pain at injection site	42%
IM injectable medication	34%
Helps patients live longer	31%
Administered once a month (after first month)	28%
Can work after other treatments have failed	25%
Risk of side effects	18%
Inconvenient to travel to oncologists' office for treatment	16%
Alternative to chemotherapy following surgery	4%
Lack of availability	1%
I haven't heard anything about Faslodex (fulvestrant)	39%

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Q217. Please indicate your agreement with the following statements regarding treatments for breast cancer.

Agree Summary

	Total (N=100)
I prefer taking an oral medication daily instead of traveling to my oncologist's office to receive an IM injectable treatment	77%
I believe taking an oral medication would not affect my daily routine	73%
I prefer to receive an IM injectable treatment at my oncologist's office so there is a separation between my treatment and my home life	24%
I would be anxious to receive an IM injectable treatment due to the pain associated with a needle	34%
I would be anxious to receive an IM injectable treatment due to the side effects to follow	48%
Taking an oral medication daily makes me feel like I am actively fighting my cancer in my daily life	75%
I believe taking an oral medication daily is an active negative reminder of my cancer	33%
I prefer to take a new/innovative medication instead of a product used by patients for many years	16%
I would prefer to take a medication that has been used by patients for many years instead of a new/innovative medication	29%
An oral medication I take at home would lessen the financial burden associated with traveling to my oncologist's office	61%
I cannot afford the out-of-pocket costs associated with taking a new/innovative oral medication	38%

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Q220. How comfortable, if at all, would you feel with receiving an **IM injectable** breast cancer treatment once a month at your oncologist's office?

Using the 4-point scale below, where 1 means "Not at all comfortable" and 4 means "Very comfortable," **indicate your comfort with receiving an IM injectable treatment once a month at your oncologist's office.**

	Total (N=100)
Very comfortable	39%
Somewhat comfortable	43%
Not so comfortable	9%
Not at all comfortable	9%

Q225. How comfortable, if at all, would you feel with receiving an **IM injectable** breast cancer treatment once a month at your oncologist's office, ***if your doctor recommended such a treatment?***

Using the 4-point scale below, where 1 means "Not at all comfortable" and 4 means "Very comfortable," **indicate your comfort with receiving an IM injectable treatment once a month at your oncologist's office, if your doctor recommended such a treatment.**

	Total (N=100)
Very comfortable	51%
Somewhat comfortable	38%
Not so comfortable	9%
Not at all comfortable	2%

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Q240. Which, if any, of the following do you consider to be the *perceived* **benefits** of **oral breast cancer treatments**? Select all that apply.

	Total (N=100)
Not having to travel to my oncologist's office for treatment	79%
The freedom to take the medication in a convenient location	79%
Not having to experience the pain and soreness from an injection	62%
I do not have to cancel or reschedule other personal appointments	57%
I would have more time to myself to do the activities I love to do	51%
A feeling of taking control of the cancer by taking a treatment daily	48%
I do not have to burden a friend/parent/family member to accompany me to my treatment	47%
Financial savings from the lack of transportation costs to receive treatment (gas, public transportation costs, etc.)	43%
I do not have to cancel or reschedule family or friend activities	41%
Not having to take sick time or PTO from work	35%
Not having to take unpaid time off from work	30%
The out-of-pocket cost is manageable	29%
I do not have to burden a friend/parent/family member to care for my child	26%
Other	2%
I do not believe there are any benefits to oral treatment	1%

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Q250. Which, if any, of the following do you consider to be the *perceived drawbacks* of **oral breast cancer treatments**? Select all that apply.

	Total (N=100)
The side effects of oral medications are difficult to manage	40%
Difficulty remembering to take a pill each day	32%
Taking an oral medication is a daily reminder of the cancer	32%
The out-of-pocket cost is too high	26%
Dislike the idea of a daily treatment I have to take for the rest of my life	23%
The number of doses (number of times per day I need to take the medication) can be overwhelming	15%
The size of the pill can be hard to swallow	12%
The number of pills per dose can be overwhelming	11%
Prefer to take my medication with a medical professional present	-
Other	1%
I do not believe there are any drawbacks of oral treatments	21%

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Q260. Which, if any, of the following do you consider to be the *perceived* **benefits** of **IM injectable breast cancer treatments**? Select all that apply.

	Total (N=100)
Not having to take medication on a daily basis	70%
A medical professional is present when I receive the IM injectable	52%
There is a member of the support staff present to take care of me while I receive my treatment	40%
IM injectable treatments have been used by patients for many years	38%
There is a separation between treatment and personal life	23%
The out-of-pocket cost is manageable	12%
Other	4%
I do not believe there are any benefits of IM injectable treatments	7%

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Q270. Which, if any, of the following do you consider to be the *perceived drawbacks* of IM injectable breast cancer treatments? Select all that apply.

	Total (N=100)
Traveling to the oncologist's office takes a lot of time out of the day	52%
The injection site is sore after the injection which impacts daily living	47%
Traveling to the oncologist's office is inconvenient	45%
General anxiety towards getting an injection	44%
The injection itself is painful	43%
Not feeling well enough to drive to and from the appointments to receive the IM injectable	34%
Missing out on 'little moments' (e.g., kids' events, family time, etc.) due to effects of the IM injectable	28%
An injection feels like a 'more serious' treatment than an oral treatment	24%
It can be difficult to take time off from work for appointments to receive the IM injectable	23%
Asking a friend or family member to drive to the appointments to receive the IM injectable	23%
The out-of-pocket cost is too high	22%
Missing out on 'little moments' (e.g., kids' events, family time, etc.) because of appointments to receive the IM injectable	22%
Missing out on big life events (e.g., weddings) because of appointments to receive the IM injectable	21%
The cost of transportation to appointments to receive the IM injectable	17%
Would feel uncomfortable receiving an injection from a different nurse at each visit	17%
Taking public transportation to the appointments to receive the IM injectable	8%
Other	3%
I do not believe there are any drawbacks of IM injectable breast cancer treatments	9%

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Q300. When you discuss treatment options with your oncologist, either for your current treatment or potential future treatments, how do you feel during these discussions?

	Total (N=100)
Ambivalence	3%
Angry	1%
Anxious	48%
Annoyance	4%
Assured	36%
Bored	-
Confident	26%
Confused	8%
Distracted	1%
Empowered	20%
Engaged	39%
Fearful	22%
Hopeful	72%
Interested	44%
Motivated	23%
Optimistic	49%
Overwhelmed	34%
Sad	12%
Supported	64%
Relieved	13%
Respected	46%
Frustrated	9%
Other	1%

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Q330. When speaking with your oncologist about treatment options, how do you feel about your **overall treatment plan**?

	Total (N=100)
Very Positive	46%
Somewhat Positive	42%
Neither negative nor positive	8%
Somewhat Negative	3%
Very Negative	1%

Q340. When speaking with your oncologist about treatment options, how do you feel about your oncologist in regard to their...?

Top 2 Box Summary (Respondents rating each attribute “Very Positive/Somewhat Positive”)

	Total (N=100)
Ability to answer your questions	91%
Willingness to listen to your concerns	90%
Emotional support	78%

Q370. When speaking with support staff at your oncologist’s office (i.e. nurses, nurse practitioners or physician’s assistants) how do you feel about **the interactions with these individuals**?

	Total (N=100)
Very Positive	60%
Somewhat Positive	28%
Neither negative nor positive	10%
Somewhat Negative	2%
Very Negative	-

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Q380. When speaking with support staff at your oncologist's office (i.e. nurses, nurse practitioners or physician's assistants) how **comfortable** do you feel interacting with these individuals compared to your oncologist?

	Total (N=100)
I feel significantly more comfortable interacting with my oncologist than the support staff	18%
I feel slightly more comfortable interacting with my oncologist than the support staff	14%
I feel equally comfortable interacting with support staff and my oncologist	51%
I feel slightly more comfortable interacting with support staff than my oncologist	13%
I feel significantly more comfortable interacting with support staff than my oncologist	4%

Q390. Thinking about your discussion with your oncologist regarding treatment decisions, how much do you agree or disagree with the following statements?

Agree Summary

	Total (N=100)
I feel comfortable voicing my concerns with treatment options	90%
My oncologist takes the time to answer all my questions	94%
I am confident in my knowledge of the treatments	87%
My oncologist is understanding of me	86%
I engage in a conversation with my oncologist when we discuss treatment details (options, side effects, etc.)	95%
My oncologist is comforting in our discussions	80%
I feel comfortable sharing my opinions about treatment options	90%

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About the Study

This research program included a primary quantitative survey component, followed by a qualitative social listening exercise.

The survey was conducted between August 23-October 18, 2023. For this survey, a sample of n=100 women with estrogen receptor positive (ER+), HER2-negative metastatic breast cancer between the ages of 35-75 from the continental U.S, Alaska, and Hawaii was interviewed online in English. The sample was randomly drawn from Ipsos' online panel partners. To qualify for the survey, respondents needed to be currently receiving systemic treatment for their breast cancer under an oncologist's care but have no prior usage of the intramuscular injection fulvestrant, in addition to the sample qualifications listed above.

The Social Intelligence component was conducted by mining data from ER+, HER2- breast cancer patients from social, forum and mainstream media sources using Ipsos' Synthesio as well as search services Google Trends and Answer the Public from March 12th, 2022—March 13th, 2023. Social Media sites used included X (formerly Twitter), Facebook, YouTube, Instagram, blogs, and forums, including Reddit. No data weighting was implemented for either portion of the study, and the survey findings and qualitative insights reflect the opinion of these respondents only.

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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