



April, 2020

Innovation and Customer Value in Breast Cancer

Know what your customers value most when it comes to delivering impactful support services

KMK Consulting's Innovation and Customer Value Study in breast cancer reveals two very different groups of oncologists

INFORMATION ORIENTED ONCOLOGISTS
(Value information for both patients and physicians)

60%
of oncologists

DATA & ACCESS ORIENTED ONCOLOGISTS
(Value access support and clinical data)

40%
of oncologists

Place a higher value on information support to patients-

- Support of patient-oriented websites around available treatment options and disease management
- Patient access to a breast cancer Nurse Educator
- Consumer Advertisements (TV, Print, etc.) around the disease state and available treatment options

Place a higher value on access to the therapy

- Patient Assistance Programs/co-pay cards/vouchers to help access medication
- Prior authorization support

Place a higher value on information support for physicians-

- Use of "e-detailing" and other professional digital channels to convey product and therapeutic benefits
- Support of Professional Speaker Training Programs
- Professional, physician-led speaker programs / dinner meetings

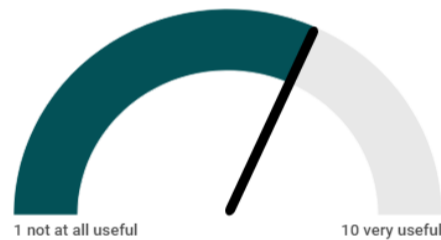
Place a higher value on clinical data-

- Published clinical trials / clinical abstracts on new therapy options
- Uses "real-world evidence" data to reinforce and demonstrate product value and deliver higher quality patient care

Know how to reach them—especially when face to face interaction is impossible

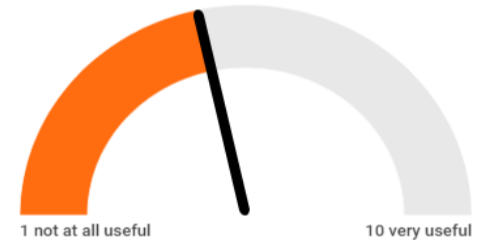
Usefulness of Social Media by segments

INFORMATION ORIENTED ONCOLOGISTS



Our study found that **INFORMATION-ORIENTED ONCOLOGISTS** are more likely to find value in social media

DATA & ACCESS ORIENTED ONCOLOGISTS



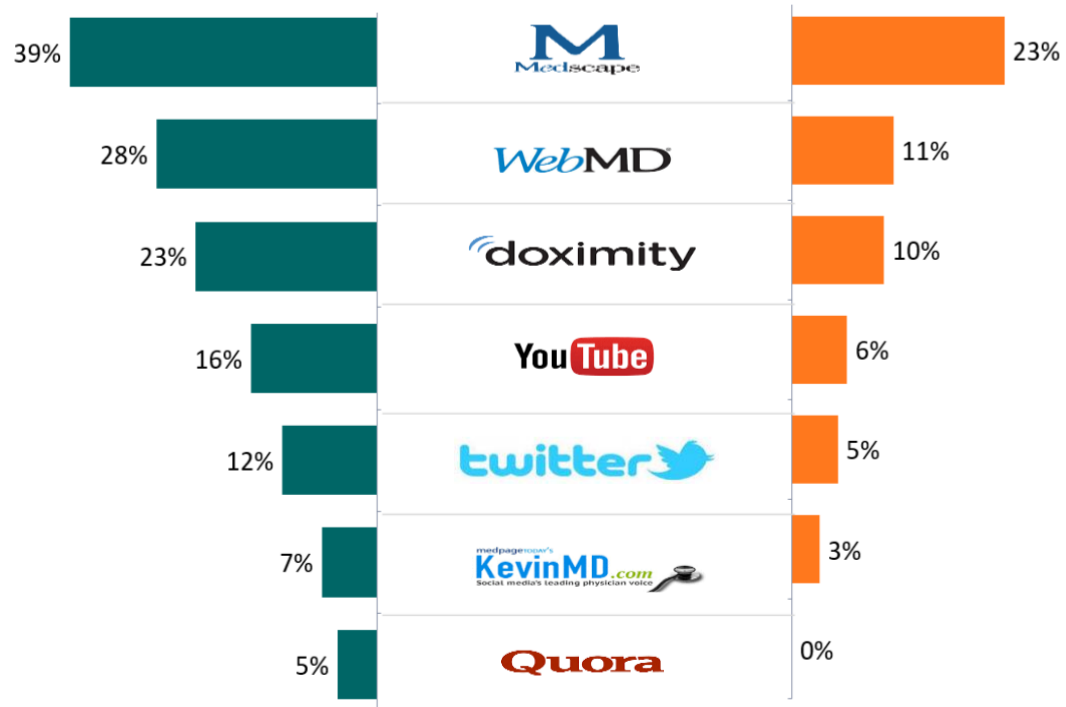
Information Oriented Oncologists make greater use of social media channels than their Data and Access Oriented peers—a useful point to consider when designing social media content.

Social media channel usage

Percent of oncologists using each channel for connecting with peers or acquiring information

INFORMATION ORIENTED ONCOLOGISTS

DATA & ACCESS ORIENTED ONCOLOGISTS



Company

About the Innovation and Customer Value Study

KMK Consulting's Innovation and Customer Value Study was fielded in February 2020 with 250 oncologists with the goal of gathering critical customer insights into the value of various biopharma service offerings and company performance on these dimensions.

About KMK Consulting

KMK Consulting Inc. is headquartered in Morristown, New Jersey, and provides commercial insights via Primary Market Research, Marketing Analytics and Sales Force Effectiveness, along with Health Economics and Outcomes Research (HEOR) for the pharmaceutical/ biotech industries.

If you're interested in discussing the survey results in detail, please contact:

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