



## CASE STUDY

# Habit Engineering<sup>SM</sup> Fueling Growth of a Successful Brand in Metastatic Breast Cancer (mBC)

## Business Objective

After a successful launch of a treatment for patients with metastatic breast cancer (Brand X), ThinkGen's client was planning for the next growth opportunity at 18 months post-launch. The client was seeking additional areas for product penetration by gaining a deeper and more nuanced understanding of their target HCP customers, specifically:

- What are oncologists' mindsets regarding specific genomic testing for patients with metastatic breast cancer, with focus on—and hurdles and drivers to— testing earlier in the treatment journey
- What behaviors and beliefs are driving early-line Brand X utilization vs. delaying use of Brand X to later lines of therapy
- How oncologists who currently and routinely prescribe Brand X have defeated commonly cited barriers to use i.e., access, side effect education and management
- How to improve prescribers' and support staffs' Brand X experience

The client turned to ThinkGen to gain in-depth and nuanced knowledge of oncologist customers' genomic testing and associated Brand X usage behaviors. The goal was to understand (1) how to help current prescribers identify the next cohort of appropriate patients, and (2) how to help current non-prescribers to consider Brand X in early treatment.

## The ThinkGen Solution

ThinkGen conducted qualitative interviews with 30 oncologists in the United States from client segments. The ThinkGen team performed Habit Engineering<sup>SM</sup> analysis by segments highlighting similarities and differences that drive use versus non-use of the client's product in a crowded landscape.



### AT A GLANCE



#### Methodology

Qualitative one-on-one in-depth interviews



#### Stakeholders Recruited

Medical Oncologists, Breast Oncologists



#### Countries

United States



#### Therapeutic Area

Oncology



#### ThinkGen Client

Pharmaceutical

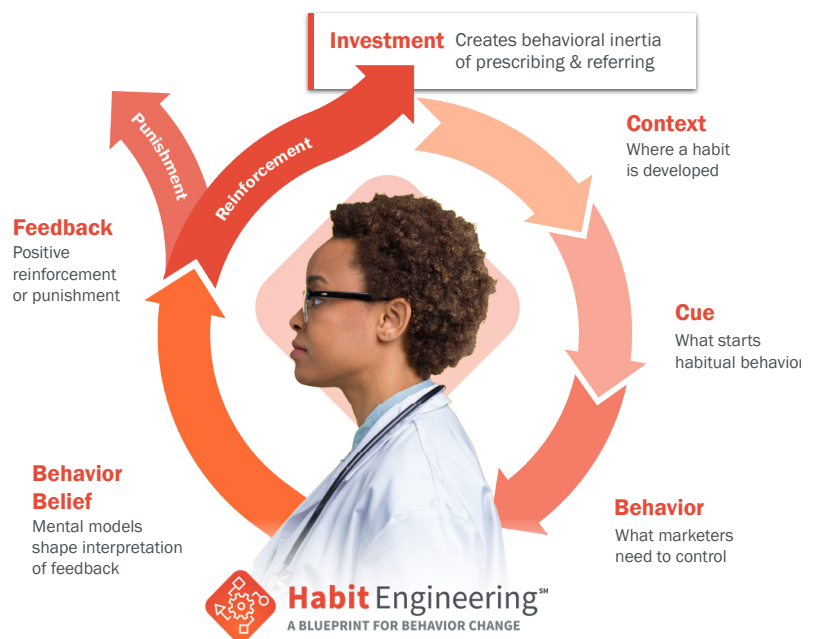


## Results

Data analysis revealed that the client's existing customer segmentation scheme did not fully explain customers' testing and prescribing behaviors. ThinkGen raised and posed some difficult questions to the client when expected differences based on the current segmentation did not emerge.

Examining similarities and differences based on contexts and cues led the client's marketing team to reconsider their current customer segmentation scheme.

The client was receptive to re-examining customers based on the findings rather than relying on prior segments, leading to a more cohesive marketing story and plan for future brand growth.



## Summary

By systematically breaking prescribing decisions into component parts of the Habit Cycle, ThinkGen's Habit Engineering<sup>SM</sup> research uncovered unique behavioral insights critical for the client to devise a Behavior Change Plan (BCP) that focused on the Cues, Behavioral Belief, Feedback, and Investment identified during the study.



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