



## CASE STUDY

# Pulse Tracker<sup>SM</sup> to Inform the Launch of New HIV Drugs in a Competitive Market

## Background

ThinkGen's pharmaceutical client launched two antiretroviral (HIV) drugs in the United Kingdom (UK) and France. Both drugs are once-daily medications.

The antiretroviral market is currently very crowded. Health Care Providers (HCPs) have multiple single tablet regimens (STRs) at their disposal and tend to prefer integrase inhibitor STRs for naïve patient starts.

## Business Objective

**The client looked to ThinkGen to help identify the appropriate patient and use case to build HCP experience with these two HIV brands.** As with any launch, monitoring adoption and use is critical, especially in the HIV space, as there are already many effective options available to treat HIV. There were competitive advantages to the client's two drugs, particularly with growing clinical experience reports of a favorable tolerability profile vs. existing integrase STRs.

Additionally, the client wanted to monitor and more deeply understand HCP interaction with pharmaceutical reps, their beliefs about these two new drugs, and how the drugs would be used. Specifically, the client sought for ThinkGen to determine if the HCPs view their two drugs as a viable switch option from integrase inhibitors, and which of the two drugs they would prefer and why. The client also wanted to know if the HCPs would ever use either of their drugs as a first line treatment instead of the leading integrase inhibitor.



## AT A GLANCE



### Methodology

Pulse Tracker: 30-45 minute qualitative telephone-depth interviews (TDIs)



### Stakeholders Recruited

Infectious Disease/HIV Specialist Physicians



### Countries

United Kingdom, France



### Therapeutic Area

HIV



### ThinkGen Client

Large Pharmaceutical Company



## The ThinkGen Solution

ThinkGen deployed its Pulse Tracker<sup>SM</sup> solution to connect with small groups of HCPs to quickly gauge their reactions to a limited number of topics regarding perception and actual and predicted use of the client's two drugs.

The Pulse Tracker approach for this project was kept intentionally brief, with each wave consisting of just 10 interviews, allowing for quick fielding and reporting. Multiple waves were conducted to identify longitudinal changes in belief and behavior, as the drugs gained traction in the UK and France. **Providing high-level reports at regular intervals allowed the client to identify trends and opportunities, implement strategies, and see changes in belief and behavior over time.**

The discussion guide was developed to be extremely focused, centering on current prescribing behavior, unmet needs/gaps, knowledge and perception of the two drugs, ideal patient types, and actual use and experience with either or both drugs. ThinkGen worked with a recruiter to secure a sample of ID and HIV specialists, and for UK interviews provided internal moderating and subject matter expertise to complete the interviews.

Reporting was completed within days of the interviews and submitted to the client. It was presented shortly thereafter to the UK and France counterparts.

## Results

The client was pleased with the Pulse Tracker dashboard-style reports because they are executed rapidly and provide critical high-level data in a concise, visual manner that quickly identifies trends and changes over time—and on an ongoing basis.

**In 2020, these Pulse Trackers helped the client understand the impact of the COVID-19 pandemic on prescribing behavior, particularly for 'switch' patients.** Further, the studies reveal growing acceptance of the new products, as physicians assess appropriate patient types.

The client's counterparts in the UK and France were impressed and have indicated they intend to continue Pulse Tracker reports into the next year to monitor adoptions and use cases of the two drugs.

## Summary

The Pulse Tracker dashboard-style reporting **helps clients quickly digest information and provides a high-level overview of market behavior** and how it changes over time. The client values the brief 30-minute interview, which allows tighter focus on just a few key points, and ThinkGen's understanding of the importance of maintaining the focus of the Pulse Tracker study.

