



CASE STUDY

Patient Journey Research in Gynecologic Oncology Affirms Best Practices



Business Objective

ThinkGen's client was seeking to understand the patient journey, treatment approach, and relationships between different stakeholders involved in the treatment of a gynecologic malignancy.

The ThinkGen Solution

In order to provide a holistic, 360-degree view of the patient journey, ThinkGen interviewed physicians involved in the diagnosis and treatment of the malignancy as well as nurses and patients. KOLs were included in order to gain insight into future developments in the field.

The three steps included:

1. ThinkGen started the project with interviews with HCPs to gain an understanding of the patient journey and current approach to treatment. Different groups of physicians were included to allow us to understand the dynamics between different HCPs involved in treatment. Nurses were included to provide insight into the patient experience.
2. Next, ThinkGen interviewed several patients and caregivers to understand their experiences. 60-minute depth interviews were preceded by mobile ethnography exercises that allowed us to obtain rich insights into the patient experience unconstrained by the interview format.
3. Finally, ThinkGen spoke with several KOLs to solicit their opinions on likely future developments in the therapeutic area involving several potential scenarios and novel entrants.

AT A GLANCE



Methodology

Qualitative: 1-hour depth interviews with KOLs, physicians, nurses, and patients, supplemented by mobile ethnography with patients



Stakeholders Recruited

KOLs, physicians (gynecologic oncologists, medical oncologists, radiation oncologists), nurses, and patients/caregivers



Countries

United States



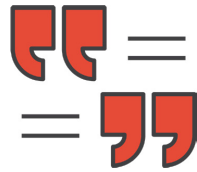
Therapeutic Area

Oncology



Results

- This approach yielded a detailed map of the patient journey outlining key decision and leverage points from multiple perspectives, including patients as well as HCPs.
- The team was able not only to understand the current treatment approach but to gain insight into how physicians explain treatment to patients and what questions and concerns patients have throughout their journey.
- KOL interviews yielded hypotheses on the future direction of treatment that could be used in both clinical and commercial planning.



It's usually me, the patient, and the patient's family or a patient friend, which is what I prefer ... this third person can be a facilitator between me and the patient, to explain what I mean to the patient, to understand what I am saying, and to help the patient analyze and think about what options there are and how to choose therapy, and also to relay patient questions to me. It's a very important role, actually, for patient care.

- MED ONC

Summary

This market research project affirmed ThinkGen's best practices for patient journey research:

- Conduct open-ended depth interviews with both HCPs and patients focusing on their practices and concerns.
- Employ additional methods, such as mobile ethnography, to provide additional insights outside of the context of a traditional depth interview.
- Include stakeholders of a variety of types – including physicians who offer different types of treatment, as well as nurses and patients – to obtain a global view of the therapeutic area.



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