



## CASE STUDY

# Habit Lens<sup>SM</sup> for Genomic Testing

## Background

- Product X is highly efficacious and well tolerated in the right patient type. However, to ensure the correct patient type, HCPs must order and properly interpret a predictive genomic testing at the right time.
- ThinkGen's client was seeking for this behavior to be done consistently in all patients, and for patients to be selected for treatment with Product X based on the presence of a particular predictive genomic alteration.
- The client wanted to identify how to activate both oncologists and pathologists repeat/regular behavior by 1) more consistent and earlier testing and 2) preferential and earlier institution of Product X.

## Business Objective

The client engaged ThinkGen to determine how to impact both predictive genomic testing and treatment behaviors for an anti-cancer brand.

## The ThinkGen Solution: Habit Lens<sup>SM</sup> A BLUEPRINT FOR BEHAVIORAL CHANGE

ThinkGen conducted Habit Lens<sup>SM</sup> interviews with target HCPs to deconstruct the critical components of behavior (context, cues, behavior, behavioral beliefs, feedback and investment) associated with HCPs' usage of this particular predictive genomic testing and institution of Product X.

## Results

- Crowded context (i.e., multiple predictive genomic markers) combined with limited behavioral reinforcement are the main challenges facing Product X: very few discoveries of this specific mutation were hampering their interest in searching.
- Due to limited reinforcement, most HCPs have minimal "investment" (awareness/knowledge driven by personal experience and usage) of this particular genomic testing plus Product X.
- Discovering the right patient and treating with Product X, even just once, is strongly—and emotionally—reinforcing of a new habit to continue testing.
- Different behavioral beliefs around genomic testing impact when in the treatment journey the HCP orders the test.



## SUMMARY

By striving to understand predictive genomic testing from the standpoint of the HCP, ThinkGen provided the client with detailed guidance for impacting both testing and prescribing habits through messaging and other tactics; and identified and prioritized where within the Habit Cycle<sup>SM</sup> there exist actionable opportunities to build new customer habits that will drive increased and earlier usage of testing, as well as treatment.

