



CASE STUDY

Habit LensSM: Deep Dive into HCP Beliefs and Behaviors for Targeted Therapies in Gynecologic Oncology

Business Objective

The Foundation for Women's Cancer estimates over 33,000 will die from a gynecologic cancer in 2021, and every five minutes, someone will be diagnosed with one of these cancers¹. ThinkGen's pharmaceutical client was seeking in-depth knowledge of oncologists' habits and practices surrounding its "Brand X," specifically, the drivers behind the use and non-use of targeted therapies for a leading gynecologic cancer. In this case, the client needed to understand oncologists' mindset regarding the value and use of maintenance therapy:

- What drives some oncologists to initiate maintenance therapy widely versus others to largely rely on active surveillance post treatment?
- Among supporters of maintenance therapy, how do they select among brands with highly similar efficacy and safety profiles within a class?
- What drives some users to be loyal to one brand, versus others who "rotate" among available brands?

The client sought to identify specific cues, beliefs, and behaviors behind habitual users of Brand X, versus those who use of Brand X more sparingly. By comparing specific components within ThinkGen's Habit LensSM cycle between habitual users, selective users, and non-users, the client can identify key similarities and differences that yielded different habit profiles. The ultimate goal is to develop a marketing plan that will enable current non-users and selective users of Brand X to become more like current habitual users.

The goal of this research was to inform the brand team on acquisition and retention strategies in order to shore up and expand Brand X's market share. It will also help the brand team prepare for forthcoming additional indications.

AT A GLANCE



Methodology

Qualitative: individual depth interviews with Habit LensSM analysis



Stakeholders Recruited

Gynecological and Medical Oncologists



Countries

United States



Therapeutic Area

Oncology



ThinkGen Client

Pharmaceutical

¹<https://www.foundationforwomenscancer.org/events-courses/gynecologic-cancer-awareness-month/>



The ThinkGen Solution

ThinkGen conducted depth interviews with 28 medical oncologists and gynecologic oncologists among current product users vs. non-users from the client's customer list. Each depth interview lasted approximately one hour. During interviews, deidentified, anonymous patient cases drawn from physicians' own practices were used as object lessons. This technique allowed physicians to reflect specifically on real life patients versus relying on typically generalized, non-specific reasoning for the use or non-use of Brand X. The case studies helped the team to fully understand the richness of oncologists' decision-making—revealing contexts, cues, and behavioral beliefs that may be beyond typical clinical considerations but ultimately do impact treatment choices. These cases provided a basis to discuss specific actions versus overgeneralized decision-making patterns.

The team used ThinkGen's Habit LensSM paradigm to analyze treatment behaviors from initial diagnosis to genomic testing, to treatments and follow-up. The analysis highlighted similarities and differences that characterize habitual, judicious, and non-users of Brand X throughout the treatment habit cycle. The Habit LensSM analysis also took into account contexts, cues, and behavioral beliefs that are clinical (e.g., past treatments, laboratory values, genomic results, functional status) and extra-clinical (e.g., physician training, years in practice, setting, locality).

Results

ThinkGen's research revealed that while the client's product is currently facing significant headwind in a tight race in this specific indication, customers' objections among judicious- and non-users can be readily addressed based on findings within specific steps during the habit formation cycle.

ThinkGen provided customer habit profiles for each type of users: habitual, judicious, and non-users. These comparative habit profiles inform the brand team about each customer type's purchase and usage environment (contexts and cues), desired experience (feedback), beliefs and associations (behavioral beliefs), and purchase and usage behavior.

The research deconstructed what were seemingly convoluted and/or haphazard habits of physician brand choice into concrete and manageable steps that the client can address systematically. This research ultimately informed the brand team's new acquisition and retention strategy and paves the way in anticipation for the brands upcoming new indications.

Summary

By re-examining fundamentals such as the buying process (behaviors), customer portraits (contexts, cues), and benefit ladders (behavioral beliefs and feedback), ThinkGen was able to leverage its Habit LensSM framework to reveal specific tactics that can assist in near-, mid-, and long-term brand growth for the client.

