



The only way is mobile

Drug forecasting in the age
of personalised medicine

Julia Lang

Analyst
SKIM

Bill Salokar

VP, Client Solutions
SKIM



The only way is mobile

Drug forecasting in the age of personalised medicine

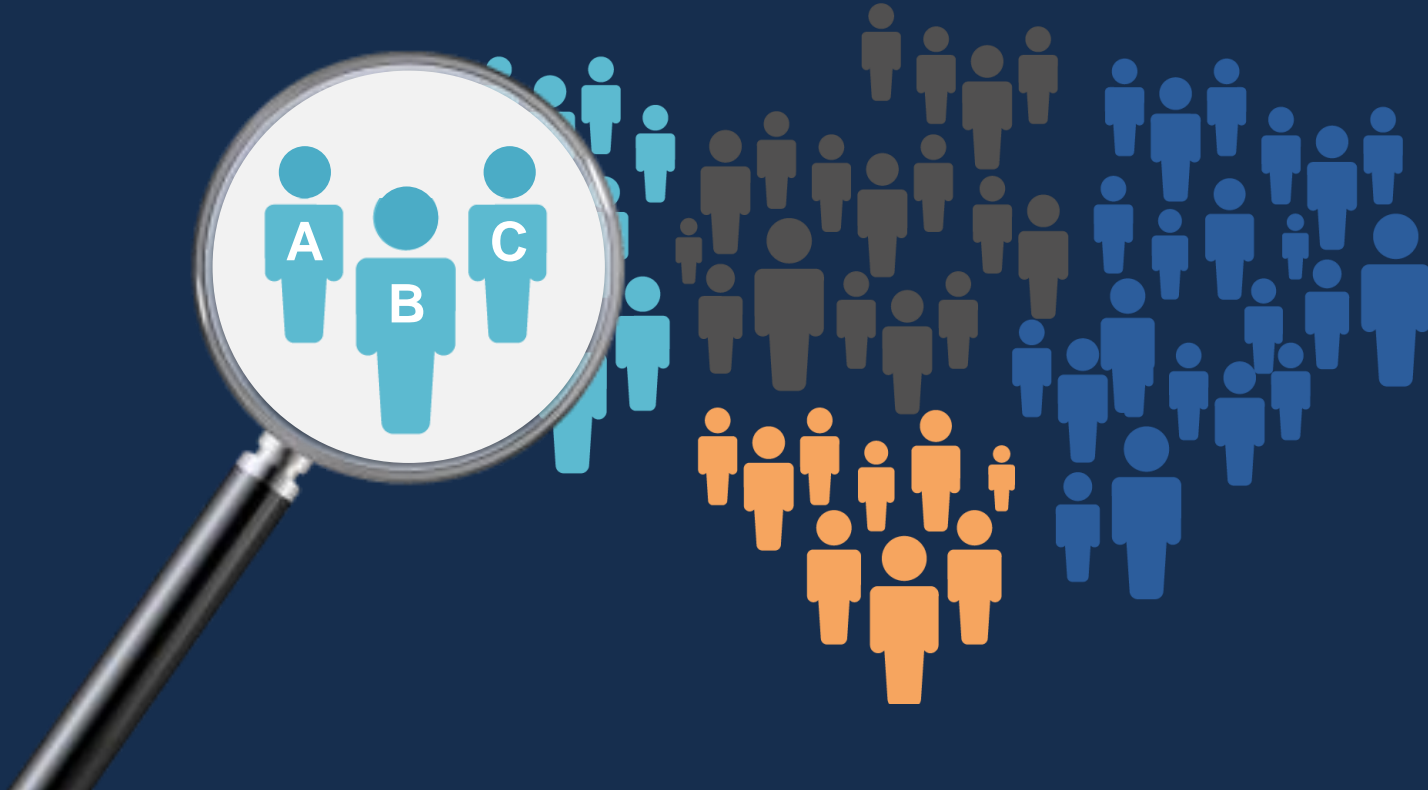
.....●

**An innovative approach to drug forecasting
– in-the-moment mobile research enables
collection of robust data close to
the point of prescription.**



Setting the context...

Crowded markets, increasingly diverse patient groups



Setting the context...

Crowded markets, increasingly diverse patient groups



**Forecast gets
more difficult**



**No more
generalisation**

Conventional methods don't cut it

Over-generalisation or excessive cognitive burden compromise data



Too simple



Too complex



OCCURRENCE

MEASUREMENT 



- Emotions wear off
- Recall fades
- Answer solely based on rational factors (e.g. hard clinical facts)



OCCURRENCE



MEASUREMENT



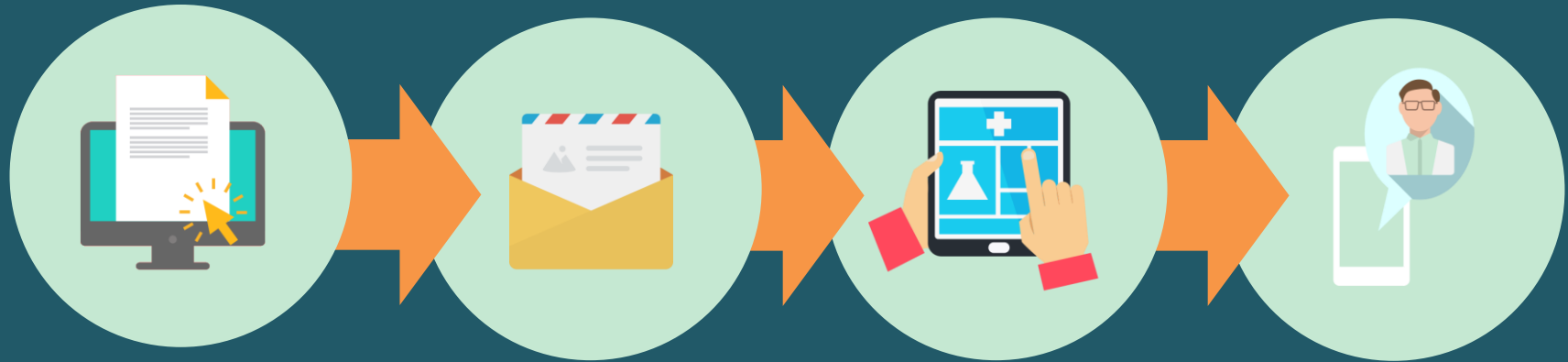
- + Based on more softer factors
- + Easier to recall why
- + Answer based on a combination of soft (*irrational*) and hard (*rational*) factors

A close-up photograph of a person's hand holding a black smartphone. The person is wearing a blue t-shirt. The background is a warm, out-of-focus orange and yellow gradient.

**The
only way
is mobile**

Account for complexity simply

Simplify data collection, but account for market complexity



15 minute
online survey

Forms via direct
mail

3 minutes of
mobile closed-
ended questions

2 minute
voice memo



Simple & quick
to complete

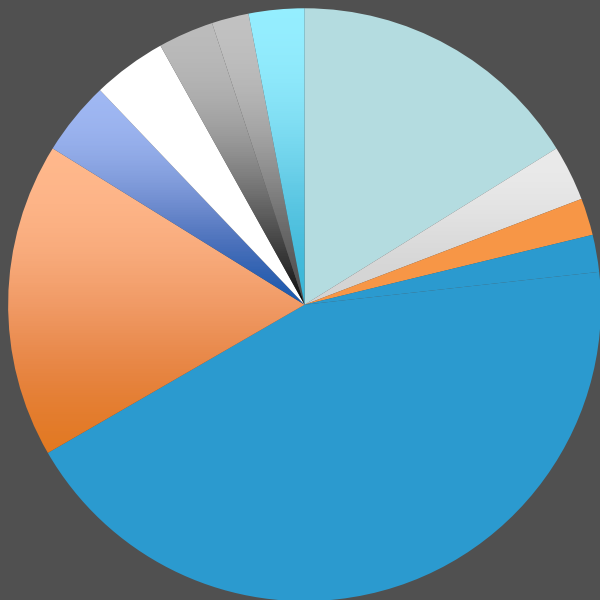


Actual patients, no generalizations

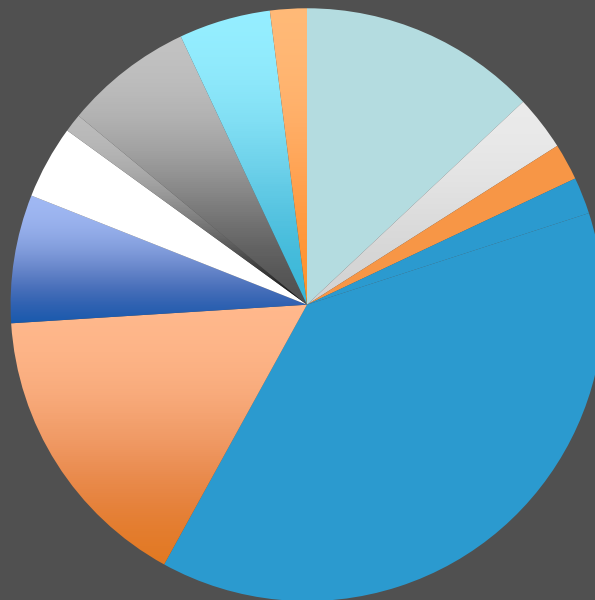
Individual, unique & representative data

Valid outcomes

Collection of focussed, relevant information



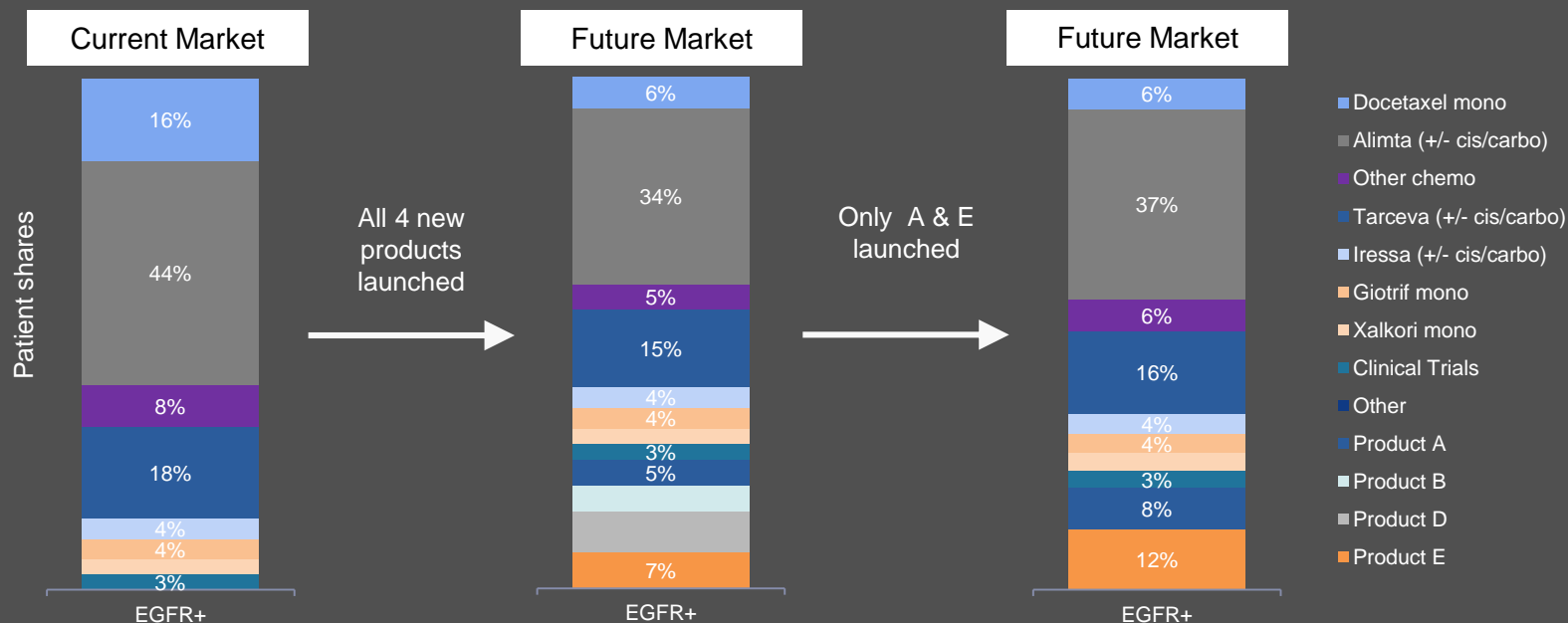
EGFR+



EGFR+

Core forecast data gathered

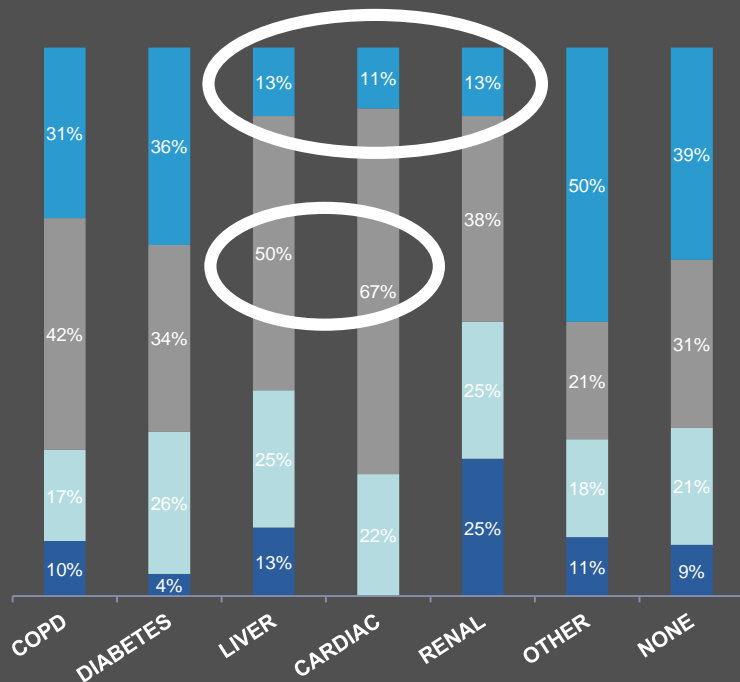
Robust forecasting based on high sample of cases



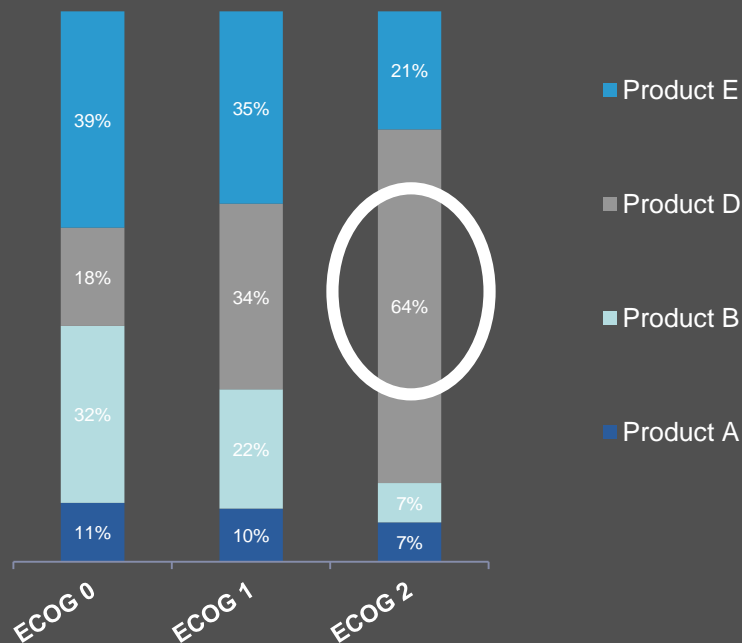
Patient data gives further insight

Collection of focussed, relevant information

Patient Comorbidities

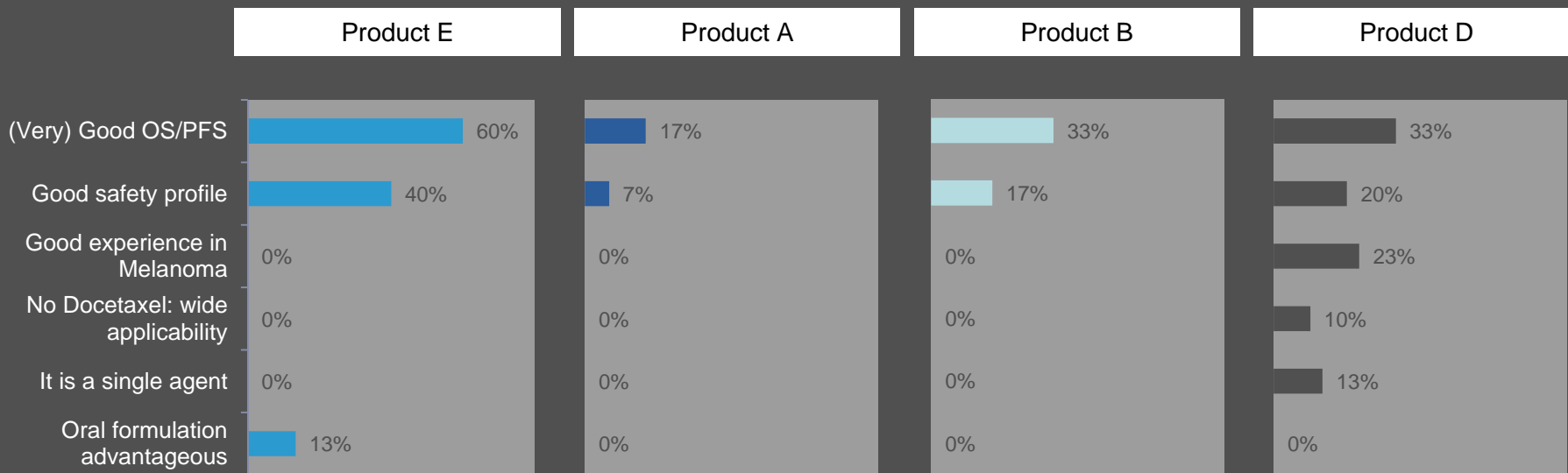


Patient ECOG Group



Qualitative data provides depth

Collection of focussed, relevant information



Qualitative data provides depth

Insight into drivers of choice

Physicians are impressed with Product E's **efficacy**



Product D - **innovative** therapy with good efficacy (in melanoma)



Benefits...

**Robust data – patient records
without associated problems**

Applications in market potential,
segmentation, Tx pathway

**Less post-rationalisation responses
close to point of prescription**

Accounts for indications with wide variety of
patient types, or highly individualised treatment
(e.g. biomarker-based treatment)

Practical considerations



· · **Some over-recruitment needed**



· · **Incentives to maximise participation**



· · **Not necessarily cheaper than current methods**

Business impact

Mobile increases accuracy of forecast by adding patient level insights

80%



Use
data in
comms



Impact on positioning



Clear patient types



Differentiation



Positioning

Business impact



**increase in
confidence
at every level**

Questions?

