Direct to PATIENT Market Research
A precision medicine roadmap was created that will guide cancer patients through key steps that are critical to “get right” immediately after a cancer diagnosis.
RIGHT TRACK

Right Team
Access experts and centers that have extensive experience treating your specific type of cancer.

Right Tests
Get the information, tests, and precise diagnosis to make the right treatment decisions.

Right Treatment
Work with your team to decide on the best treatment plan and/or to identify clinical trials.

Share at Every Step
You can help yourself while helping others.
In order to understand awareness, perceptions, behaviors and barriers, primary market research was conducted

Design and Methodology

Respondents were recruited from the membership of each organization.

Sample

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<th>MBC Alliance</th>
<th>LUNGevity</th>
<th>MMRF</th>
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Screening Criteria

- Patient diagnosed within the past 12 months (past 18 months for MM) and received treatment
- Perceives themselves ‘slightly’, ‘somewhat’, or ‘very’ knowledgeable of their disease
- Believe they have had ‘some’ or ‘significant’ input into treatment discussion with physician
- Standard screening criteria
Awareness

Overall, patients believe they are well informed about their disease... however
When it comes to selecting physicians, Over 60% of all patients are just taking the referral & not researching for themselves.
While it varies by tumor, as many as 40% don’t know their sub-type.
While it varies by tumor, as many as 40% don't know their subtype. Over 80% are not familiar with genomic testing.
the vast majority didn’t do it or are unsure if it was done...
54% of patients are unfamiliar with the term "precision medicine"
Immunotherapy

84% are unfamiliar with immunotherapy
Patients are willing to share everything from contact information to clinical test results and genomics.
Personal Health Data

So getting them into registries is key!
Clinical Trials

Less than 15% are participating in clinical trials...
Clinical Trials

Three-fourths aren’t going to participate in trials
Clinical Trials

Most are afraid they would receive a placebo.
Education and information is key.