



M3 GLOBAL RESEARCH CASE STUDY

Rare Oncology Diseases

THERAPEUTIC AREA

Rare oncology diseases requiring transfusions or bone marrow transplants

METHODOLOGY

Online with phone follow-up as needed, personal references

STAKEHOLDERS RECRUITED

Oncologists

COUNTRIES

US, UK, France, Spain, Germany, Italy

About Rare Oncology Diseases

The general topic area of this project was a hereditary condition diagnosed early in a child's life. It is a rare disease with an estimated 1,000 patients in the US. The World Health Organization (WHO) estimates there may be as many as 400,000 babies born at risk for this condition each year. Even though rare, it is the most common genetic blood disorder, and appears to be growing. Traditional therapy consists of blood

transfusions and bone marrow transplants, and is often fatal if therapy is not initiated on diagnosis.

Patients with less severe cases of this condition may simply be monitored or receive episodic blood transfusions. More severe cases require frequent blood transfusions or even bone marrow transplants.

Business Objective

M3 Global Research was working for a full-service market research client on behalf of their biotech client. That end-client wanted to understand the prevalence of certain treatments utilized by oncologists treating this rare disease; M3 Global Research was charged with surveying as many US and EU oncologists as possible. As in many rare disease areas, there is little information available on treatments, patients, and outcomes.

The study was designed to determine how many oncologists were treating patients with this rare

condition, how many patients were seen, what was the age range, how many were new versus continuing patients, and whether advanced immunological procedures were employed at their institution to treat patients with the condition. A high number of respondents was required given the expected low incidence of oncologists treating patients with this rare medical condition.

Challenges

One of the major challenges of this project was that timing was critical for this project to be completed in just three weeks, in the month of December, and to be finished before physicians left for their holiday vacations.

The other challenge was that the project required the M3 team to recruit for a specialty with traditionally low response rates. Coupling that with the short timeline made this project uniquely challenging.

The M3 Global Research Solution

M3's approach to recruitment is always to think outside the box and recruit challenging targets as cost effectively as possible.

M3 assigned a team of veteran project managers in the US and European M3 offices to focus on their respective markets. The internal M3 team collaborated with the client in a kick-off meeting to outline the details, determine the scope of the procedures to be covered, and reinforce the rapid nature of the study. In addition to the proprietary panel of physicians, M3 Global Research utilized external sources to recruit additional respondents beyond existing sources to meet the requirements for this unique project.

The M3 panel and recruiting teams utilized the M3 Global Research license of the AMA licensed physicians to oncologists to invite them to join the panel and participate in the research. Advertisements were placed with Multiview to ask oncologists with that patient type to participate in the study. Oncologists completing only part of the short survey were followed up with to complete the last few questions over the phone.

M3 consulted the syndicated "PatientMap" service offered in partnership with SSI, Inc. The client's specific disease area was not covered among the over 400 conditions studied in PatientMap, but did include a common malady of these patients. M3 was

THE COUNTRIES M3 GLOBAL RESEARCH RECRUITED FROM FOR THE STUDY



able to compare its survey data against the PatientMap information that revealed that the 20 percent of oncologists who treated these patients saw one or two patients in a typical year.

M3 Global Research project managers were in daily contact with the panel team and project managers across

the countries to track progress and pivot strategies as requested by the client team. The project managers played a critical role in coordinating efforts across several pathways daily, to ensure there were no duplicated respondents as they worked rapidly to meet the client's short deadline.

Results for Success

With a unique, multi-pronged, strategic approach across six countries, M3 was able to assemble unique resources in several countries and employ multiple recruiting methodologies in a difficult-to-find audience to achieve a large N size of oncologists—within a specialty with traditionally low response rates.

The advantage of being a global company shined on this project, as assigning local M3 personnel to the project in

several countries proved critical, as it allowed challenges to be handled on a real-time basis. With constant communication across teams and a well-designed strategy in place, M3 was able to deliver over 700 completed oncology respondents within the extremely constrained timeline, at a difficult time of year.