



Exploring treatment decisions in community oncology

Understanding management of muscle-invasive bladder cancer

The need: real-world insights into MIBC treatment decisions

A Cardinal Health biopharmaceutical client wanted to increase their understanding of several key aspects of the management of patients with muscle-invasive bladder cancer (MIBC) in the community oncology setting. Urologists and oncologists can be difficult to reach due to their rigorous clinical schedules and limited availability, so the client relied on Cardinal Health's ability to provide access to practicing clinicians who met their criteria.

The client's goal was to understand the perception and insights of medical oncologists and urologists from across the country, focusing primarily on those who manage patients with bladder cancer and perform cystectomies.

Specifically, the client wanted to:

- Review the key factors in treatment selection, with special emphasis on exploring the unmet needs of urologists and oncologists in managing patients with MIBC
- Evaluate urologist and medical oncologist approaches to managing patients with MIBC, including current referral patterns in clinical practice
- Examine the evolving treatment landscape for MIBC and evaluate perceptions around existing clinical trial data

Cardinal Health's Oncology Provider Extended Network

(OPEN) is a network of geographically diverse, GPO-agnostic providers in oncology and hematology.

Providers participate in Cardinal Health internal market research, educational summits and industry-sponsored research. The network is built on voluntary membership and strong physician relationships.





The solution: an interactive, online Case Insights session delivered via The Inception Company's Pando® Meetings platform

Cardinal Health recommended a Case Insights session. This interactive, online, case-based program provides clients with valuable insights into perceptions, attitudes and treatment patterns among treating physicians in a specific therapeutic area. A key opinion leader presents a 90-minute interactive, evidence-based medicine lecture to a group of up to 100 physicians in that therapeutic area. The lecture can be filmed in-studio or via a virtual meeting and can be blinded or unblinded, based on client preference.

In this case, the client chose to enhance their Case Insights session by using the Pando® Meetings platform. The 40-foot Pando® wall creates a life-sized virtual audience with participants each appearing in separate squares on the video wall. The in-studio moderator can interact with participants on the video wall in real time. Equally as important, the participants can engage with each other and answer live polling questions.

The client decided to use the Pando® platform to deliver a dynamic virtual experience for participants while also capturing data and impressions through a live question-and-answer session, an audience response system (ARS), and participant chat. They gathered feedback on key perceptions, market opportunities and challenges impacting the provider's product. A key opinion leader in oncology acted as an in-studio moderator to facilitate discussion with another in-studio medical oncologist and urologist. Nearly 100 difficult-to-access physicians from the client's target list participated in one of two sessions, offering critical insights around the treatment of MIBC.

Cardinal Health worked with the client to provide end-to-end program management, including logistics, advisor recruitment and on-site program execution. Cardinal Health also provided key post-program deliverables, including ARS results and an enhanced report with advanced screener data analytics aggregated with ARS results by participant.

Respondent demographics (n=99)

Primary practice setting

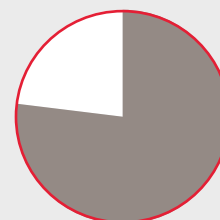
Academic
32% (n=32)



Community
68% (n=67)

Board certified medical specialties

Urologists
23% (n=23)



Oncologists
77% (n=76)

Physicians certified in medical oncology, hematologic oncology, urologic oncology, and/or surgical oncology

The results: clinical insights guide future communications to physicians

Through the engagement, the client significantly increased their knowledge of the target market segment for their product. They were able to:

- Obtain efficient and robust real-world clinical feedback from hard-to-reach providers
- Gain an understanding of physician perspectives on specific patient cases and factors that determine treatment choices
- Discover key insights into current treatment patterns, economic factors and potential barriers that may impact their product's market penetration

Specifically, the client gleaned insights into how medical oncologists and urologists perceive published clinical trial data and clinical practice guidelines to stay informed about current treatment options. The client was also able to identify existing treatment and referral patterns among participants and potential unmet needs and opportunities to further educate physicians on treatment options.

While the client benefited from gathering valuable feedback from the advisors, the advisors also gained insights from the discussion — insights they could apply directly to their clinical practice.

This engagement with Cardinal Health and The Inception Company's Pando® platform helped the client increase their overall understanding of the market and critical aspects that drive treatment decisions in the MIBC setting.

Resources utilized to stay up-to-date on treatment options

	Community (n=64)	Academic (n=31)
Clinical practice guidelines (e.g., AUA, ASCO, NCCN)	92%	71%
Clinical trial publications	58%	84%
Conference abstracts	36%	58%
Peer-to-peer consultation/discussion	33%	48%
Review articles	31%	0%
News websites (e.g., OncLive)	25%	13%
Social media	3%	13%
Other	0%	0%

Top reported answers

Definitions: ASCO, American Society of Clinical Oncology; AUA, American Urological Association; NCCN, National Comprehensive Cancer Network.

Unlock provider insights with Cardinal Health

Our team can help you make informed business decisions, tap into tools to optimize your channel and access strategies, and ensure a better patient and provider experience.

To learn more, visit cardinalhealth.com/commercialization or email us at biopharmasolutions@cardinalhealth.com