

Business Situation

- The client wanted to assess patients' experience with treated Hemophilia B patients in order to understand past & future switching behavior and gain feedback on their own products' brand messaging and concept.

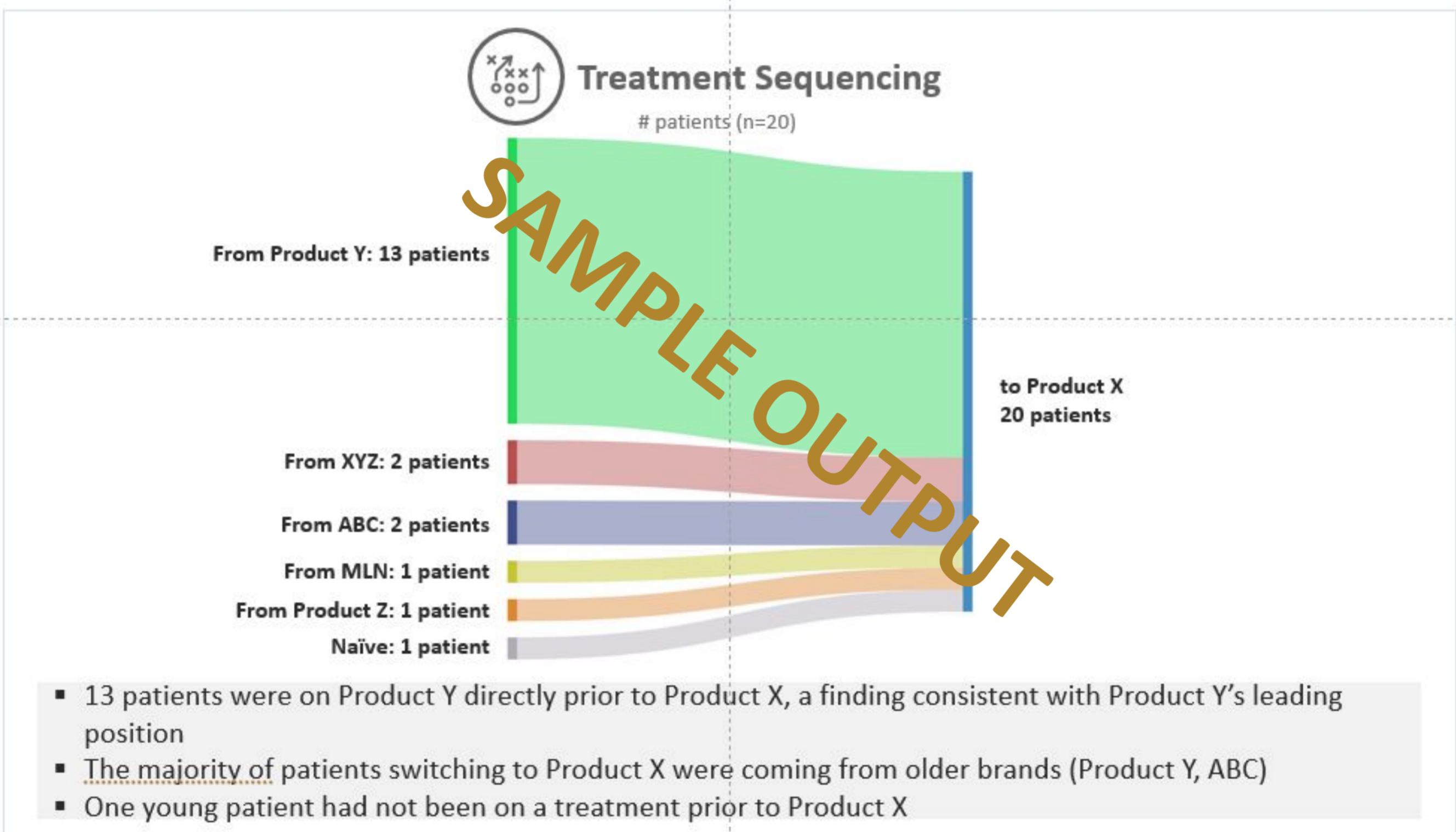
Approach & Methodology

- Designed and executed an online quantitative survey with 20 patients (or caregivers of patients) suffering from Hemophilia B who were currently treated with the competitor's product
- Analyzed & reported all research findings, including:
Respondent demographics, treatment journey, experience and usage of the client's product, message and concept testing

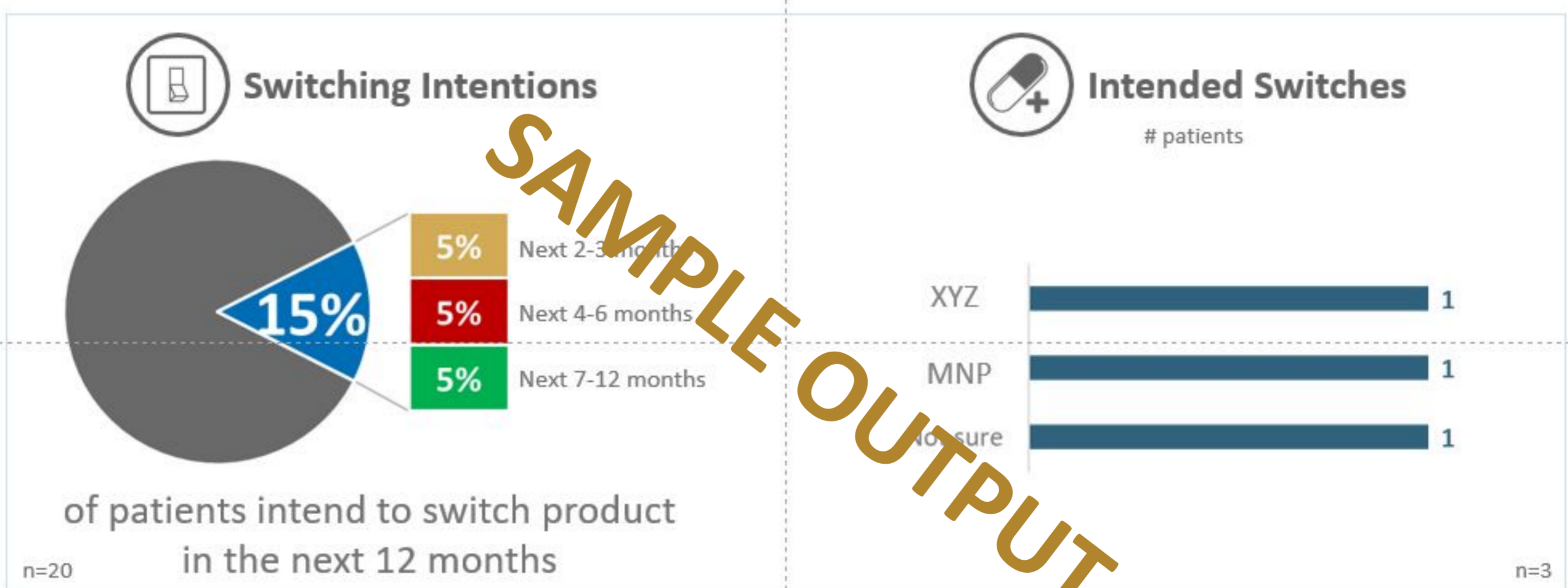
Deliverables & Business Outcomes

- Identified current market dynamics impacting patient journey and experience
- Identified potential levers for the client's product
- Reported and generated recommendations for the marketing team

65% of Product X patients were on Product Y prior to switching; only one Product X patient switched from Product Z



3 out of 20 patients intended to switch in the next 12 months; the others were satisfied with Product X and did not see a need in switching treatments



- 3 out of 20 patients intended to switch in the next 12 months, 2 of them within the next 6 months
- Prophylactic patients were more likely to intend to switch than patients using ABC on-demand
- Patients mentioned longer half-life (n=1) or high factor trough levels (n=1) as reasons to switch to a new product
- Respondents who were not considering switching said that Product X was working well and they did not feel a change in treatment would be beneficial