thinkgen

CASE STUDY

Quantitative Patient Chart Review for Duchenne Muscular Dystrophy (DMD)

Business Objective

ThinkGen's client was developing a treatment for Duchenne muscular dystrophy (DMD) which was a significant departure from the current standard of care (oral corticosteroid). The client needed to understand the readiness of treatment centers, in particular their ability to accurately interpret genotyping and identify amenable patients.

The ThinkGen Solution: Patient Chart Review

The ThinkGen team designed a quantitative, online patient chart review that was fielded among 113 neurologists in the US, yielding 1,585 unique patient records. The research fielded leading up to approval and stayed in field during the first quarter of commercialization.

Results

ThinkGen's research revealed a statistically significant increase in genetic testing – particularly during the diagnostic process – as a result of the new therapy coming to market. However, more education was needed to help HCPs accurately interpret genomic test results, as a subset of neurologists mis-interpreted the genetic test results, labeling patients as amenable who were not.

SUMMARY

While the client had successfully educated HCPs on the necessity of genetic testing, more education was needed to help neurologists accurately interpret genetic test results and identify amenable patients. The research was replicated in Europe to answer the same business questions.

Experience in DMD

DMD Competitive Landscape (US, Neuros and NM Specs)

DMD US Commercial Strategy (Neuros and NM Specs)

DMD Patient Chart (US and OUS, Neuros and NM Specs)

DMD Physician ATU (pre and post launch, US)

DMD Physician SFE (US)

DMD RNA Message Testing (US)

DMD PPMO TPP Testing (US)

DMD Market Landscape and Buying Process (OUS, caregivers and healthcare providers)

DMD Case Manager Focus Groups (US)

DMD Patient Journey and Profiling (US and OUS)

DMD Caregiver Gene Therapy Profiling (US)

DMD Payer Research (US)

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