



## OPTIMIZING YOUR CLINICAL DEVELOPMENT PLAN

### NEW STUDY EFFECTIVELY CAPTURES THE PATIENT PATHWAY WHEN PATIENTS EXIT THE HEALTHCARE SYSTEM DUE TO LACK OF THERAPY

#### THE CHALLENGE

A leading pharmaceutical company wanted to optimize the clinical development plan of a gene therapy indicated for a rare ophthalmic disease and better qualify the future clinical trial population. They also wanted to assess the clinical course of disease progression and estimate the change in visual acuity.

The company aimed to capture the patient pathway and to measure the cohort when patients often exit the healthcare system due to the lack of therapy. Their goal was to publish their findings in congress and a peer reviewed journal.

The company engaged Kantar Health because of its strong scientific and marketing expertise, as well as its robust capabilities and targets access worldwide.

#### THE KANTAR HEALTH DIFFERENCE

Kantar Health implemented a multi-faceted research program, which included qualitative, quantitative and observational studies, with the objectives of understanding the patient pathway and burden, measuring the cohort, and describing the disease history and the clinical profile of a specific type of patient.

The scope of the global project covered 21 markets: the United States; Canada; the EU5; Latin America, including Brazil, Argentina, Chile, Columbia, Venezuela and Mexico; Asia Pacific, including China, Japan, South Korea, Taiwan, Malaysia, Philippines and Australia; and South Africa.

Along our three-year study program demonstrating progression, we provided a mapping of experts' sites and a clear description of the disease management, genotyping practices, disease progression and cohort measure. We also published results and presented posters at a recent congress of ARVO, the Association for Research in Vision and Ophthalmology.

Through our findings, we concluded that patients with an earlier onset of the disease have a more rapid progression of vision loss, however, patients with a better visual acuity tend to have a quicker loss of visual function. Additionally, variation in disease form and gravity, and factoring in local specialists' accessibility and potentially high incurred costs, tend to create a distortion between onset of symptoms and diagnosis ranging from six months to five years.

## AT A GLANCE

Optimizing your clinical development plan and better qualifying future clinical trial populations are keys for achieving clinical and commercial success for your new medicine. A global partner who excels in clinical research and commercial development is an invaluable resource on the road to success.

#### FOR MORE INFORMATION

Please contact [info@kantarhealth.com](mailto:info@kantarhealth.com), or visit us at [www.kantarhealth.com](http://www.kantarhealth.com).

#### WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.