Have a clear purpose (worksheet)

Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

What is the purpose of the visualization?

What is the main objective of the visualization?
Summarize the efficacy results of the Capmatinib Phase 2 study in NSCLC patients with MET mutations

List the (scientific) question(s) the visualization is trying to answer. Try to be specific.
- Are the response rates clinically meaningful for patients with various types of MET mutation (exon 14 skipping, various degrees of amplification)?

What is the key evidence that is available to answer the question?
- Individual RECIST data, individual duration of response, overall response rates by cohort
- cohorts defined as MET exon 14 skipping mutation (with and without prior treatment), and MET amplification with various levels of gene copy number (GCN) (with and without prior treatment)
- clinically relevant response defined as >= 35% in previously treated patients (with 95% CI > 25%) and >= 55% in patients not previously treated (with 95% CI > 35%)

Who is your audience?

List the primary groups or individuals you will be communicating to.
- Capmatinib project team, NSCLC investigators, scientific community, head of oncology

If you had to narrow that to a single person, who would that be?
Oncology development head

What does your audience care about?
- Whether Capmatinib appears to work in any of the cohorts

What action does your audience need to take?
- Decide whether to keep developing Capmatinib for NSCLC with MET mutations, and for which MET mutations specifically

What is the importance of this project?

What are the benefits if your audience acts in the way that you want them to?

What are the risks if they do not?

What is the key message of the visualization?

Write out in a single sentence the key message