## What is the purpose of the visualization?

What is the main objective of the visualization?

Does drug have an effect on tumor size / response (RECIST criteria)

List the (scientific) question(s) the visualization is trying to answer. Try to be specific.

What is relationship between receptor occupancy and tumor growth? Receptor occupancy and response?

What is the key evidence that is available to answer the question?

Individual data for tumor percent change from baseline, RECIST criteria, and average receptor occupancy

## Who is your audience?

List the primary groups or individuals you will be communicating to.

Clinical project team, head of oncology, CEO

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

Clinical project team

What does your audience care about?

Clear evidence the drug is working, and what threshold is required to confirm efficacy in future trials

What action does your audience need to take?

Decide whether to move to next phase of development, and recommend target receptor occupancy (and implicitly drug exposure) for future trials

## 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