Michele Schueepp <michele.schueepp@roche.com>

RE: IPSOS Data Query

1 message

Rita Caldeira <Rita.Caldeira@ipsos.com> Tue, May 19, 2015 at 3:20 PM
To: Arijit Mukhopadhyay <arijit.mukhopadhyay@valuedge.com>
Cc: Axel Rocholl <axel.rocholl@roche.com>, "Schueepp, Michele" <michele.schueepp@roche.com>, Vijay Kandpal <vijay.kandpal@valuedge.com>, Agata Atkins <Agata.Atkins@ipsos.com>

Hello Arijit,

I hope you are well and thank you for your queries.

Regarding **number 1**

Ipsos tends to report based on annual treatment opportunities, rather than annual unique patients - we feel this better represents the business opportunity available to our clients. Just to illustrate, if a patient received 2 consecutive lines of treatment in a year (e.g. mNSCLC), that patient would be classified as 2 treatment opportunities.

There are a few relevant aspects to bear in mind regarding the annual patient's treatments:

- The purpose of these projection factors is to determine the number of anti-cancer treatments that are administered to the number of patients within a year
- Every record is individually weighted based on the following specific parameters:
  - Current and previous cycle information:
    - Cycle Length
    - Number of Cycles Given + Additional Planned (how long the patient is involved in drug treatment)
    - Effectively, the longer trt. length, the smaller the difference between the monthly and annual projections (as the same patients will be treated month after month)
  - If full trt. length information is not available (e.g. planned 'until progression'), the patient is weighted as a patient with average trt. length for that tumour type and regimen type
- Additional tumour-specific adjustments are made for some cancers/segments on the basis of historic trends in our data, to correct for outliers:
  - Cancer type
  - Stage
  - Line of Drug Therapy

As per the above, treatment duration is key as it also relates to the frequency of seeing the doctor – and likelihood of patient being captured in the sample. On the months this patient is not seen, we assume there is another "like" patient.

Just to give you a few examples, and considering one full year (i.e. 12 months):

Patient A: treatment duration = 1 month, patient changes treatment every month → equivalent to 12 patient treatments

Patient B: treatment duration = 2 months, patient changes treatment every 2 months → equivalent to 6 patient treatments

Patient C: treatment duration = 6 months, patient changes treatment twice a year → equivalent to 2 patient treatments

➢ The variable proj_value will then provide the individual weight that was attributed to each case in the sample. You can sum those for a yearly total of particular drug and obtain the # of patient treatments – not unique patients - on that drug.

Regarding **number 2**

There are 2 ways we can look at the information.

Via current anti-cancer treatment

- Treatment duration data is calculated based on questions currently asked as a part of Patient Diary Form
- For each regimen we ask doctors to provide:
    - ⇨ Length of cycle for the regimen prescribed
    - ⇨ Number of completed cycles patient received up to date
    - ⇨ Number of additional cycles planned for this regimen
- Based on the knowledge from the questionnaire we are able to establish for each regimen:
    - ⇨ Treatment duration up to date: # of completed cycles x cycle length
    - ⇨ Total (planned) treatment duration: (# of completed cycles + # of planned cycles) x cycle length

However, this way of looking at the data includes 2 relevant caveats:

1) We need to rely on the doctors' stated "planned" component for # of cycles, which may or may not be what is actually given to the patient and

2) Some doctors may indicate the current treatment to be continuous and continuous treatments are not counted in the mean

As such, should you require a more precise view of treatment duration, we often opt to analyse completed treatments instead of current (on-going) treatments.

Via previous/completed anti-cancer treatment

- Previous treatment duration data is also calculated based on questions currently asked as a part of Patient Diary Form
- For each regimen we ask doctor to provide:
    - ⇨ Length of cycle for the regimen prescribed
    - ⇨ Number of completed cycles
- Previous treatment duration is hence: # of completed cycles x cycle length

I hope this makes sense?

Thank you,

Rita

Rita Caldeira

Director, Global Oncology, Ipsos Healthcare

Direct: +44 20 3059 5356

From: Arijit Mukhopadhyay [mailto:arijit.mukhopadhyay@valuedge.com]
Sent: 18 May 2015 12:15
To: Rita Caldeira
Cc: Axel Rocholl; Schueepp, Michele; Vijay Kandpal
Subject: IPSOS Data Query

Hi Rita,

Hope this email finds you well.

I was using IPSOS data for one of our ongoing requests and was wondering if you could kindly help me get some clarity on the 2 points mentioned below.

1. Could you please confirm if it is correct to sum up the values in the patient projection factor field for a molecule - indication combination to get the projected patients for that molecule in that particular indication? For example, if I take the sum of projection factors, would it give me the projected breast cancer patients on anastrozole? Of course, keeping in mind the whole time that projection factors can only be used at an annual level

2. Secondly, to obtain the average treatment duration of anastrozole in breast cancer patients, will it be correct if I take the average number of cycles and multiply it by the average cycle length for all breast cancer patients on anastrozole?

Thanks for a quick confirmation.

Regards

Arijit

Arijit Mukhopadhyay | *Associate Manager*

Value Edge Research Services

Ph: +91 120 485 4627 | **M:** +91 844 746 9551
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