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*September 2025*

**SMA ACCESS PROMO MESSAGING QUAL**

**PATIENT/CAREGIVER DISCUSSION GUIDE**

1. **INTRODUCTION** *(2 mins)*

Thank you for agreeing to take part in this interview, which will last approximately 60 minutes. During this discussion, I'd like to obtain your thoughts and feedback on spinal muscular atrophy (SMA).

Review Logistics with Respondent:

* Independent marketing research firm – no vested interest in responses, therefore, be frank
* Information discussed will be kept strictly confidential
* Members of the research team listening (when appropriate)
* No right or wrong answers – opinions from their own perspectives based on individual experiences
* Recording of interview for analysis purposes

Different people sometimes respond in different ways to the same medicine, and some side effects may not be discovered until many people have used a medicine over a period of time.  For this reason, we are now required to pass on to our client, who is a pharmaceutical company, details of any side effects/product complaints related to their own products that are mentioned during the course of market research.

Although what you say will, of course, be treated in confidence, should you mention during the discussion a side effect when you, or someone you know, became ill after taking one of our client’s medicines, or a problem you have had with one of our client’s medicines, we will need to report this so that they can learn more about the safety of their medicines.  Everything else you say during the course of the interview will continue to remain confidential, and you will still have the option to remain anonymous if you wish.

Are you happy to proceed with the interview on this basis? ***(If no, end the interview here)***

**US ADVERSE EVENT DISCLAIMER**

We are required to pass on to our client details of adverse events and product technical complaints that are mentioned during the course of market research. Although what you say will, of course, be treated in confidence, should you raise during the discussion an adverse event or product technical complaint in an individual or group of individuals, we will need to report this.

In such a situation you will be asked whether or not you are willing to waive the confidentiality given to you under the Market Research Codes of Conduct specifically in relation to that adverse event or product technical complaint. Everything else you say during the course of our discussion will continue to remain confidential, and you will still have the option to remain anonymous if you so wish. Are you happy to participate in the interview on this basis? [YES/NO; IF NO, THANK AND END INTERVIEW]

1. **BACKGROUND** *(15 mins)*

*SECTION GOAL: Brief warm-up and introduction. Allow for some discussion but maintain control and do not go into too much detail.*

1. Let’s begin by having you tell me a little bit about yourself.
   1. What is your living situation/who lives in your household?
2. How would you describe your *[IF CAREGIVER:* the person you care for’s*]* current health?
   1. How involved are you in managing your *[IF CAREGIVER:* the person you care for’s*]* health?
3. Are you *[IF CAREGIVER:* Is the person you care for*]* receiving treatment for your *[IF CAREGIVER:* their*]* SMA? If yes, what treatment?
   1. How long have you *[IF CAREGIVER:* they*]* been taking this medication?
   2. What was most important to you when deciding on a treatment?
   3. *IF ADULT PATIENT:* Did you pursue treatment as soon as it became available, or did you wait a period of time before going on treatment?
      1. *IF WAITED:* Why did you wait to pursue treatment?
   4. *IF UNTREATED:* Have you ever considered treatment for SMA? *PROBE on perceived pros and cons of treatment*

*[FOR TREATMENT CURRENT TAKING]*

1. How has your treatment experience with *[CURRENT TREATMENT]* been?
   1. Have you ever considered discontinuing *[CURRENT TREATMENT]*?
      1. If yes, would you switch to another treatment? What treatment?
      2. What concerns do you have, if any, about switching from your current treatment?
      3. What would you do if the treatment you switched to was unsatisfactory? Would you be open to switching back to your current treatment?
   2. If you were dissatisfied with your treatment
   3. Did you experience any access issues when first starting on the treatment? If yes, what type of challenges?
      1. *PROBE on access challenges*: insurance denials/appeals, lack of financial assistance, prior authorization, recertification process, specialty pharmacy access challenges, concerns about starting on another treatment and not being able to come back to your current treatment
         1. How did you address each of these challenges?
         2. Did you eventually overcome these challenges?
         3. What, if anything, could have helped you address these challenges?

*[FOR TREATMENTS TAKEN IN THE PAST BUT NOT CURRENTLY]*

1. What was your treatment experience with *[DISCONTINUED TREATMENT]*? Positive, Negative?
   1. Did you experience any access issues when first starting on the treatment? If yes, what type of challenges?
      1. PROBE on access challenges: insurance denials/appeals, lack of financial assistance, prior authorization, recertification process, specialty pharmacy access challenges
         1. How did you address each of these challenges?
         2. Did you eventually overcome these challenges?
         3. What, if anything, could have helped you address these challenges?

*[FOR TREATMENTS NEVER TAKEN]*

1. What are your impressions of *[TREATMENT NEVER TAKEN]?*
   1. Have you ever considered the treatment? If so, did you experience any access challenges when considering the treatment? If yes, what type of challenges?
      1. PROBE on access challenges: insurance denials/appeals, lack of financial assistance, prior authorization, recertification process, specialty pharmacy access challenges
         1. How did you address each of these challenges?
         2. Did you eventually overcome these challenges?
         3. What, if anything, could have helped you address these challenges?
2. Are you aware of any treatments currently in development?
   1. What do you know about these treatments?
   2. What is your level of interest in each?
   3. How likely are you to consider starting the treatment, or talk to your doctor about it?
      1. What concerns or hesitations do you have about switching to/adding this treatment?
      2. How soon after approval would you consider starting this treatment?
3. How would you describe your level of involvement with the SMA community?
   1. Are you a member of any support groups (Advocacy groups, Facebook groups, peer to peer, etc.)?
   2. How do you get your information about SMA treatments? *PROBE on if it comes from their HCP, online, groups, websites, etc.*
4. **DETAILED REVIEW OF MESSAGING** *(28 mins)*

*SECTION GOAL: Aided and comprehensive review of statements in detail. Opportunity to optimize the statements to best communicate the main idea and improve comprehension and maximize interest.*

Now, I am going to show you some additional Evrysdi specific statements that I would like to get your feedback on.

*RANDOMIZE THE ORDER OF CATEGORIES AND MESSAGES WITHIN CATEGORIES.*

*READ OPENER INTRO FOR EACH CATEGORY:*

* *LEGACY MESSAGES OPENER: These messages are related to the company's legacy and experience in SMA. Please consider this as you review these messages.*
* *GENE THERAPY MESSAGES OPENER: The introduction of new therapies may prompt patients or caregivers to start a conversation with their HCP about switching. However, managing SMA is a lifelong journey, so it's important to consider how switching therapies might impact your insurance coverage and future coverage.*
* *ACQUISITION MESSAGES OPENER: These messages pertain to the moment once you and your HCP have made the decision to start treatment. Think to that moment and processes you had to go through as you consider these messages.*
* *COVERAGE MESSAGES OPENER: These messages pertain to the ease of getting Evrysdi from an insurance coverage standpoint.*

1. Please take a moment to read the statements in this group. I would like you to read this section in its entirety before we discuss it in more detail.
   1. What is your overall reaction to these statements?
   2. Is any of this information surprising or new to you?
2. Please rank order these statements from your MOST preferred statement to your LEAST preferred statement.
   1. Why did you rank them in this order?
   2. What is it about this that makes it your MOST preferred?
   3. What is it about this that makes it your LEAST preferred?
   4. *MODERATOR PROBE: would parts of some messages work better paired with parts of other messages? Want to understand if mixing/matching would strengthen the legacy message.*
3. How do these messages impact how you think about the manufacturer of Evrysdi, if at all?
4. How do these messages align with your current experiences and understanding of Evrysdi?
5. Did you learn anything new from reviewing these messages? If so, which messages and what did you learn? *IF NO, PROBE:* Where did you hear this information previously? From who?

*REVIEW EACH STATEMENT INDIVIDUALLY. REPEAT QUESTIONS 3-7 FOR EACH STATEMENT BEFORE MOVING ON.*

1. What words and phrases caught your attention in this statement? Why? *MODERATOR NOTE: HIGHLIGHT WORDS AND PHRASES IN WORKBOOK*
   1. What about the language or phrasing adds or takes away from the statement?
   2. Is there anything you find unclear about this statement?
2. How motivating is this statement? Why?
3. How differentiating is this statement? Which treatments does this differentiate Evrysdi from?
4. Is this statement believable? Why or why not?
5. What, if anything, could be changed or modified to improve this statement as a whole?
6. What is your main takeaway from these messages overall? How does this impression compare to other SMA treatments, both those currently available and those in development? *ALLOW SPONTANEOUS DISCUSSION AND IF NOT MENTIONED, THEN PROBE ON SPECIFIC TREATMENTS (Spinraza / High Dose Spinraza, Zolgensma / IT Zolgensma, Anti-myostatin).*

**CATEGORY SPECIFIC OPENER & PROBES**

**LEGACY MESSAGE PROBES:**

1. Does the information from these messages change how you feel about the manufacturer of Evrysdi? *PROBE on if it changes how they feel about their credibility/trustworthiness* 
   1. Would you select a therapy based on this information?
2. In message LY, what are your thoughts on the wording “most chosen medicine for SMA”? What if it said “the #1 prescribed SMA medicine” instead? Would that change how you feel about the message?

**GENE THERAPY MESSAGE PROBES:**

1. How much of an impact, if any, does this messaging have on your interest to switch to a new treatment?
2. Was any of this messaging off-putting or concerning to you in any way? Which parts and why?

**ACQUISITION MESSAGE PROBES:**

1. Thinking about your preferred therapies, how willing are you to pursue getting onto that treatment? For example, what would make you take that step to work to secure access despite an initial denial?
   1. What would help you feel stronger or more confident in pursuing a specific treatment?
2. *[FOR PATIENTS WHO HAVE BEEN ON MULTIPLE TREATMENTS]* Have you ever experienced a gap of coverage in between treatments?
   1. *MODERATOR PROBE:* for example, when you stopped taking *[FIRST TREATMENT],* did you have a gap where you were “missing” treatment while you were waiting to be approved OR waiting to receive *[SECOND TREATMENT]*?

**COVERAGE MESSAGE PROBES:**

1. If message **CR** said “commercially insured” instead of just “insured people”, what would that mean to you?
   1. Does that phrase make the message any less clear or harder to understand?
2. What does it mean to you that Evrysdi is covered for 90% of commercially insured patients?
   1. How stong is this stat to you (use a scale of 1-10)? *PROBE: At what threshold would this make it strong or make it not strong? (would like to understand the range that would be strong)*
   2. At what point, in your view, does coverage become less meaningful or not impactful? *PROBE on %.*
   3. Does that level of coverage resonate with you?
3. **COMPREHENSIVE RANKING EXERCISE** *(15 min)*

*SECTION GOAL: Evaluate overall message preference, regardless of bucket, and identify which messages are most critical to enhance the Access story. Uncover nuances between category rankings and message preferences to assess whether messages should be further refined while still remaining essential to include.*

*DISPLAY SUMMARY SLIDE OF ALL MESSAGES*

Now that we’ve explored all the messages in detail, let’s step back and take a broader look.

1. Looking at all of these messages, please select the statements that create the most compelling story regarding access to Evrysdi. **Do not worry about how they’re grouped**—your selections can come from the same column or from all different ones.
   1. Can you walk me through your thought process for choosing those messages?
   2. How would you order these messages to tell the clearest story? Why would you order them this way?
2. Looking at your messages, which two do you feel are most important to communicate? Why?
3. Did any of these messages change your perception of Evrysdi? Which message(s) and how?
   1. Did any messages change the way you feel about Evrysdi in comparison to other treatments, either currently available or entering the market? *IF YES:* Which message(s) and why? *PROBE on Spinraza / High Dose Spinraza, Zolgensma / IT Zolgensma, Anti-myostain*
   2. Did any messages change the way you feel about the access process for Evrysdi? *IF YES:* Which message(s) and why?
   3. *FOR NON-EVRYSDI USERS:* Based on what you’ve seen today, would your likelihood to consider switching to/starting Evrysdi increase, decrease, or stay the same? Why?
      1. Using a scale from 1-7 with 1 being not at all likely and 7 being extremely likely, how likely were you to consider Evrysdi **before** this interview? How likely are you to consider Evrysdi now, using the same scale?
   4. Is there anything missing from these messages that you would include to better differentiate this treatment from others?
   5. Did any of the messages represent a new learning or change how you think about these treatments?
4. **THANK AND CONCLUDE**  *(1 min)*

*SECTION GOAL: Wrap up and ask any outstanding questions.*

1. Any last comments?
2. Thank and conclude