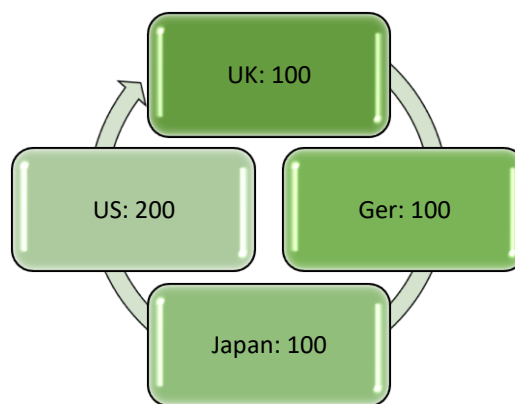


Project Name: Global Cancer Care Study

Background

The client needed to understand both the prescription process and the effectiveness of chemotherapy on cancer patients. They identified 4 key markets to help understand the process and decision criteria used by oncologists/Haematologists and other HCP's when selecting the best treatment options for their patients.

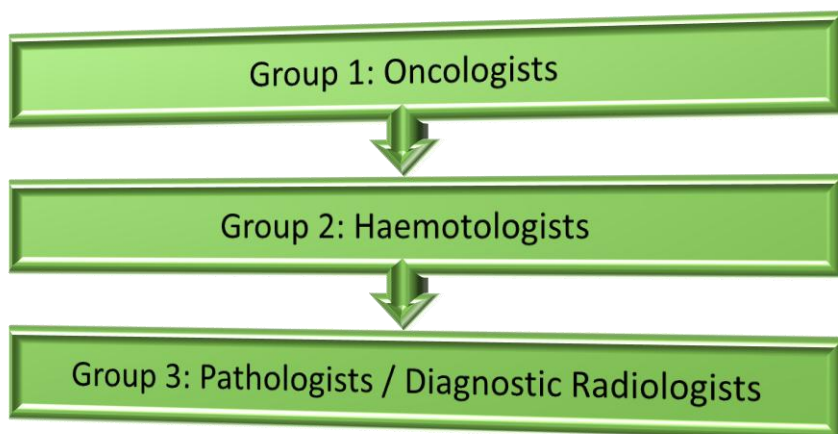
Target Markets & Completes



Quotas

- Public Hospitals: 50%
- Private hospitals, Private Cancer Clinics/Centres: 50%

Target Audience



Methodologies

- Online - (US, UK, Germany)
- Online/Invitation letter - (Japan)

Qualification Criteria

- Healthcare professionals



- **Medical Oncologists** that treats cancer using chemotherapy or other medications, such as targeted therapy or immunotherapy.
- **Hematologist- Oncologist** diagnoses and treats blood cancers, such as leukemia, lymphoma, and myeloma.
- **Pathologist** that reads laboratory tests. This includes checking cells, tissues, and organs to diagnose disease
- **Diagnostic Radiologist** conducts imaging tests to diagnose disease. This includes x-rays or ultrasound tests.
- **All** to spend more than 50% of their time in patient contact

Conclusion

Dynamic Fieldwork were in a race against time on this one with online the only option to meet deadlines. We used a mixed mode approach in Japan to ensure the completion rate matched other countries. The study was programmed and delivered in a little over 3 weeks and all respondent translations were managed during fieldwork to negate any delays.