

PATIENT ACCESS

Consumer Product Selection Insights

Consumer Product Selection Insights assesses the key drivers and barriers affecting consumer product selection and long-term adherence, while offering insights across a variety of therapeutic areas.

- How much influence do consumers have on treatment selection?
- Which factors are most influential in treatment selection?
- What factors determine consumer persistence in pursuing specific branded products?
- How important are financial considerations in treatment decisions?
- Which support programs build brand loyalty and ensure optimal adherence?
- How do consumers make drug fulfillment decisions?

Use **Consumer Product Selection Insights** to:

- Identify key factors in treatment selection
- Optimize support/messaging relating to these key factors
- Address unmet financial assistance needs
- Further differentiate brands using innovative solutions like smart apps or disease-level social media platforms of brands

Insights on Consumer Product Selection, Utilization, and Adherence TBD	<ul style="list-style-type: none"> • Measurement of consumer input and influence on treatment decisions by therapeutic area • Relative influence of key factors on treatment decisions by therapeutic area <ul style="list-style-type: none"> - Clinical considerations (e.g., efficacy, safety, convenience attributes, site of care) - Financial considerations (e.g., out-of-pocket costs, generic availability, health plan coverage type, copay cards, financial assistance) - Availability of biopharmaceutical company program resources • Sources of treatment information by therapeutic area • Impact of COVID-19 on medical/product decisions • Factors resulting in treatment discontinuation, adherence gaps, or switches • Variations in consumer usage of/preference for distribution channels for obtaining self-administered drugs
Insights on High-Influence Factors in Product Selection TBD	<ul style="list-style-type: none"> • In-depth assessment of the primary drivers of consumer treatment selection; topics depend on influential factors identified from the first report

This product may also include relevant market alerts, real-time assessments of recent changes, or discussions of market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.