

# HCP-Patient *Conversations*



# ZoomRx's Patient Conversation Research

Add real-world examples to your understanding of  
the *patient exam room experience*



## Patient Experts

Patients are experts in living with their disease

- Discuss the patient experience with the words that they use
- Understand how patients articulate what is most important to them
- Make sure your patient's chief complaints are being addressed



## Patient Engagement

Hear how patients are engaging with your product in the exam room

- How are doctors presenting benefits of your brand? Are drawbacks mentioned?
- How do patients respond to the doctor's messaging?
- How do patients decide among HCP options presented?
- Is access slowing prescribing?



## Patient Centricity

Bring the voice of the patient into your organization

- Listen to key moments of truth
- Easily sharable audio clips bring life to your work
- Infuse more representation with authentic examples
- Tailored findings driven by the voice of the patient

# Some of our offerings

## Customer engagement tracking

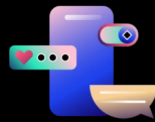
How can pharma optimize customer engagement?



Promotional  
Effectiveness  
Research



Digital  
Exposure  
Tracking



ZoomRx Media Digital:  
Digital CI & Online HCP  
Behavior

## Enhanced market intelligence

How are customers being influenced beyond pharma engagement?



Conference  
Tracking & Market  
Intelligence



Social Media  
Analytics



HCP Profiling  
& Influencer  
Mapping

## Patient-md recordings

How do customers truly behave when making real-world Rx decisions?



HCP-Patient  
Conversations

## Integrated launch preparation & tracking

How can I centralize critical workstreams to ensure a successful launch?



Launch  
Performance  
Planning



ATUs



Patient  
Charts



Promotional  
Effectiveness  
Tracking

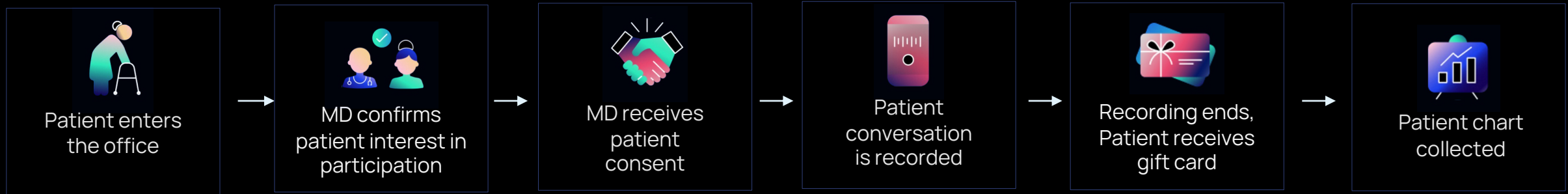
## Agile rt studies

How can I answer arising business questions in real time?



Rapid Turnaround  
Quant/Qual Research#

## PARTICIPANT EXPERIENCE



## ZoomRx collects and owns the *source data*

### What does that mean for your team?

This is syndicated, and we manage:

- Data De-Identification
- GDPR & HIPAA-Compliant Data Storage and Hosting
- Conversation Ownership
- AE Reporting

We are actively pursuing local EU partners

# ZoomRx Advantages vs Verilogue

## Benefits of an Insights-First Approach



### Prospective Fielding

ZoomRx collects conversations targeting only specific, relevant conversations at key moments of truth in the patient journey



### Selective Recruiting

ZoomRx obtains conversations involving specific therapies, patient populations, and prescribers with the ability for prescriber follow up



### Custom Platform

The easy-to-navigate web portal is refreshed in almost real time as conversations occur. Custom analytics by a dedicated team visually highlights key findings



### Thematic Analysis

ZoomRx consultants extract the “SO WHAT” behind conversations; learnings are organized into thematic recommendations anchored to particular KBQs

## What you *get*



### Deep Insights

A comprehensive report that contextualizes all the findings and implications for your brand



### Access to conversations

A secure portal where you can listen to recordings and view transcripts

## What will you *learn*?

What are product differentiators?

A doctor introduced Sotyktu as an oral option with efficacy on par with biologics

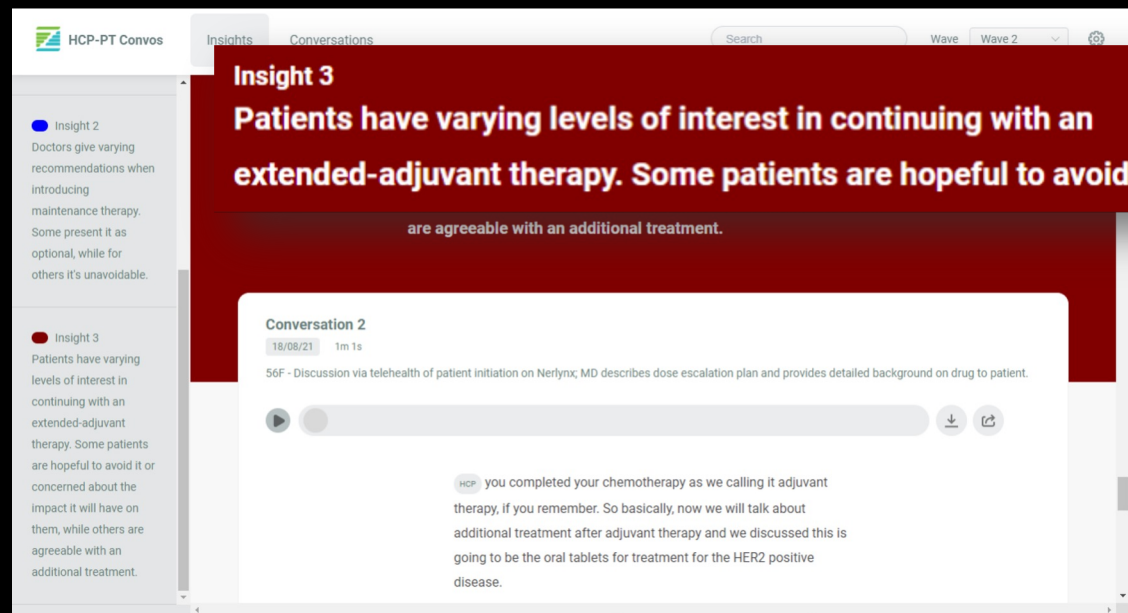
**MD** There are these biologics, there are these injectable medications that have been out for probably almost 20 years now. But there is a new medication that came out that's called Sotyktu, it's an oral medication you take once a day and it's pretty, it's pretty effective.

**Patient:** Okay, yeah I'd like to try that.

Get a first-hand look into prescribing dynamics at the final touchpoint

# Access the recordings and transcripts in a secure web portal with dynamic analytics highlighting *points of interest*

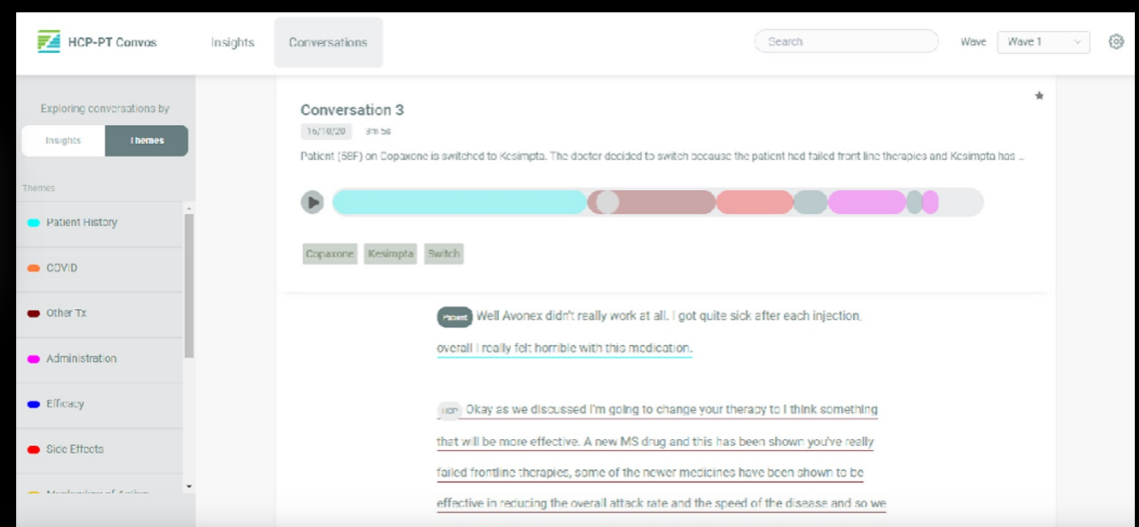
How do doctors involve patients in the treatment selection?



The screenshot shows the 'Insights' view of the HCP-PT Convos portal. A large red banner at the top contains the text: 'Insight 3 Patients have varying levels of interest in continuing with an extended-adjuvant therapy. Some patients are hopeful to avoid it are agreeable with an additional treatment.' Below this, a 'Conversation 2' transcript is visible, showing a patient's discussion about chemotherapy and additional treatment. The left sidebar lists other insights, such as 'Insight 2: Doctors give varying recommendations when introducing maintenance therapy.'

## Insights

Highly relevant quotes compiled across conversations



The screenshot shows the 'Themes' view of the HCP-PT Convos portal. It displays 'Conversation 3' with a transcript. A horizontal bar at the top of the transcript is color-coded to represent different themes. Below the transcript, a 'Patient' quote is highlighted: 'Okay as long as I feel better you said. Are there any side effects? And what about my insurance? Is it going to pay for it?'. The left sidebar lists various themes like 'Patient History', 'CDV/D', 'Other Tx', 'Administration', 'Efficacy', and 'Side Effects'.

## Themes

Topics overlaid on the transcripts for fast visual navigation of the dataset

# Introducing *Ferma Search* to HCP-Pt Conversations

AVAILABLE IN ALL PROJECT WEB PORTALS

## THE WHY

### Context

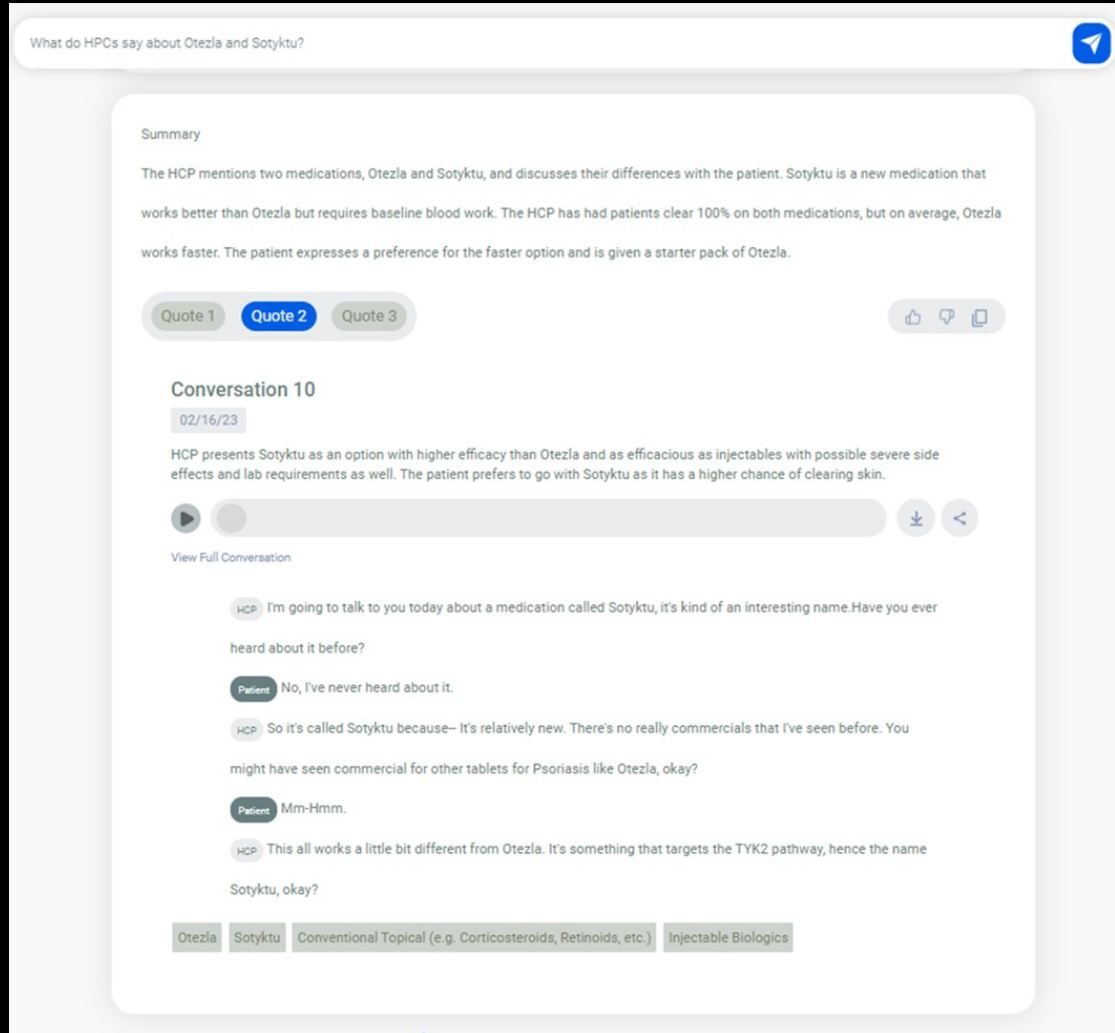
Qualitative data is a crucial tool for life sciences organizations to gain insight into the perspectives and experiences of their customers.

### Challenge

The process of analyzing qualitative data can be a time-consuming and labor-intensive process, making it difficult to extract meaningful insights and actionable information

### Solution

Ferma Search can be leveraged to streamline the analysis of clinical audio recording by using natural language processing to parse through large amounts of data to identify key themes and topics.



What do HCPs say about Otezla and Sotyktu?

Summary

The HCP mentions two medications, Otezla and Sotyktu, and discusses their differences with the patient. Sotyktu is a new medication that works better than Otezla but requires baseline blood work. The HCP has had patients clear 100% on both medications, but on average, Otezla works faster. The patient expresses a preference for the faster option and is given a starter pack of Otezla.

Quote 1 Quote 2 Quote 3

Conversation 10

02/16/23

HCP presents Sotyktu as an option with higher efficacy than Otezla and as efficacious as injectables with possible severe side effects and lab requirements as well. The patient prefers to go with Sotyktu as it has a higher chance of clearing skin.

View Full Conversation

HCP: I'm going to talk to you today about a medication called Sotyktu, it's kind of an interesting name. Have you ever heard about it before?

Patient: No, I've never heard about it.

HCP: So it's called Sotyktu because— It's relatively new. There's no really commercials that I've seen before. You might have seen commercial for other tablets for Psoriasis like Otezla, okay?

Patient: Mm-Hmm.

HCP: This all works a little bit different from Otezla. It's something that targets the TYK2 pathway, hence the name Sotyktu, okay?

Otezla Sotyktu Conventional Topical (e.g. Corticosteroids, Retinoids, etc.) Injectable Biologics

## THE HOW

### Natural Language Input

No longer limited by keyword search, the integration of LLMs allow for broader searches of your datasets and more accurate results

### Smart Summary

A synthesized summary of the results guides the viewer through the examples for faster parsing and evaluation of examples

### Real quotes

Real world examples from the dataset include relevant sections of transcript along with audio and direct links to the full source conversation

### Instant export and share

Download audio and text straight to a ppt slide or generate a shareable URL





# Get in touch

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