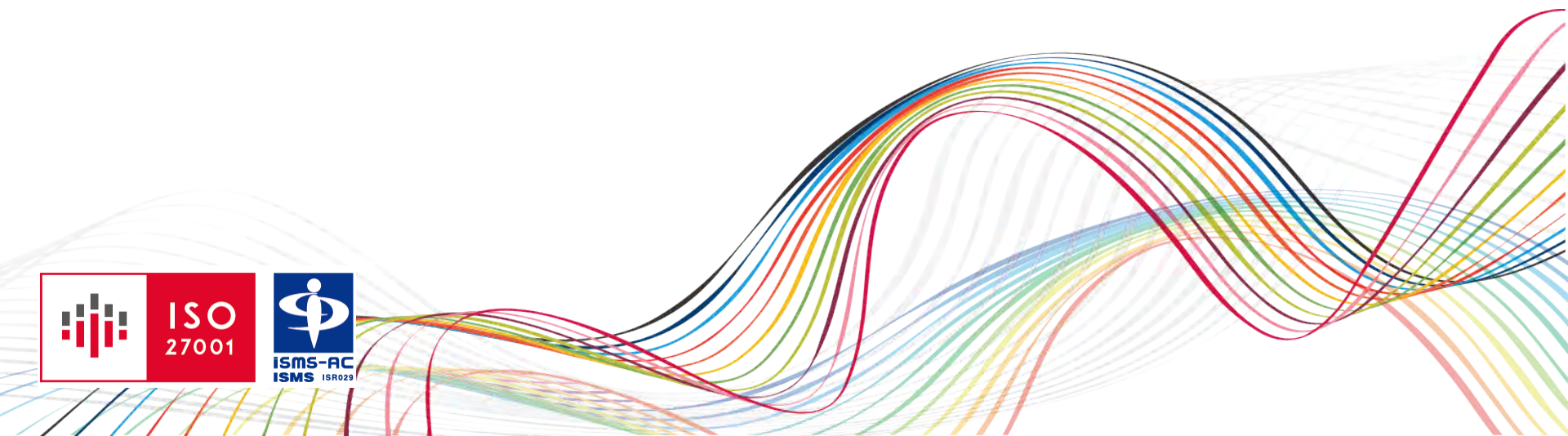


# 3H Medi Solution Patient Insight Capabilities



## 生活向上WEB

- Japan's largest healthcare information and monitoring information website
- 840,000 member databases that would like to participate in monitors
- **More than 200 disease categories**
- **More than 100,000 clinical data**
- **More than 150,000 dosing information**
- **More than 10,000 monitor referrals per year**
- **Able to make disease awareness ads and advertise clinical trials**
  - Steering Company 3H Clinical Trials K.K.
  - Media Name "Seikatsu Kojo Web"
  - URL <http://www.seikatsu-kojo.jp/>
  - Ratio of male to female: 1:1
  - Monthly PV count 2 million PVs
  - Number of monthly visitors 300,000
  - 10,000 patients enrolled per month



94,000 people



138,000 people



14,300 people



102,000 people



15,200 people



8,800 people



71,000 people



35,000 people



26,000 people



18,000 people



880,000 people



14,900 people



73,500 people



1,800 people



38,500 people



6,800 people



5,300 people



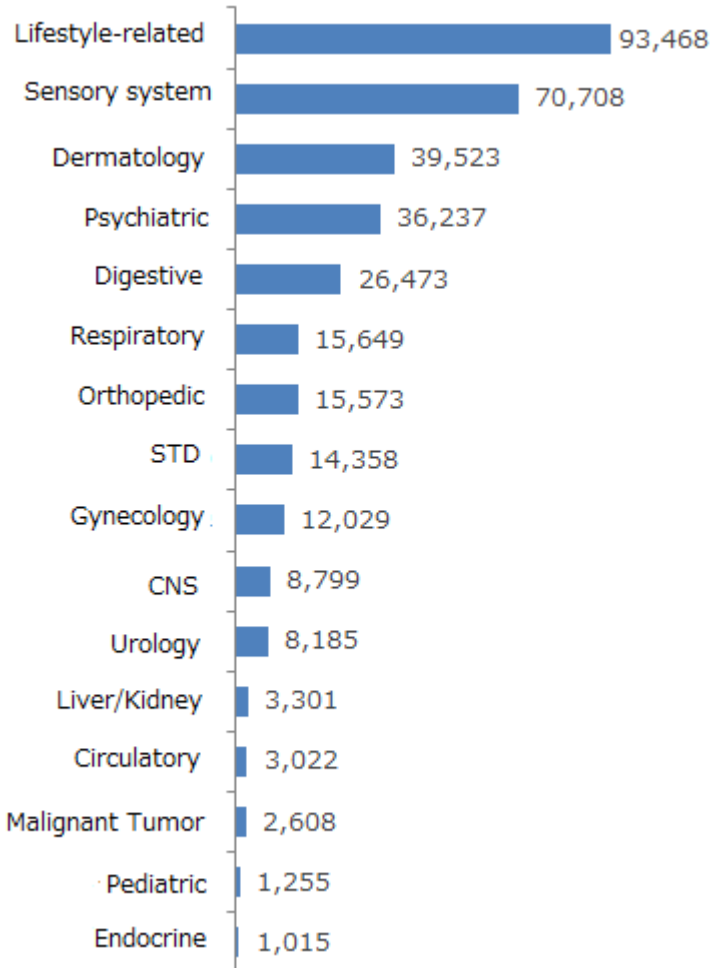
694,000 people

# Registered different conditions

Database  
(880,000 Patients)

## Registered conditions

### Disease by categories



### Registered Conditions TOP50

RANK	Disease Name	# Registered	RANK	Disease Name	# Registered
1	Hypertension	37,681	26	Appendicitis	2,700
2	Seasonal Allergy	33,775	27	Iron-deficient Anemia	2,654
3	Hyperlipidemia	27,202	28	Allergic Conjunctivitis	2,602
4	Allergic Rhinitis	19,686	29	Sinusitis	2,527
5	Insomnia	15,145	30	Endometriosis	2,470
6	Depression	13,659	31	Chronic Urticaria	2,463
7	Bronchitis	12,846	32	Dysmenorrhea	2,392
8	Atopic Dermatitis	12,043	33	Glaucoma	2,091
9	Acne	11,456	34	Type I Diabetes	2,086
10	Type II Diabetes	9,679	35	Panic Attack	1,910
11	Uricemia (Gout)	9,237	36	BPH	1,709
12	Venous Thrombosis	9,151	37	Angina Pectoris	1,632
13	Tinea Pedis	7,967	38	IBS	1,611
14	Back Pain	6,371	39	Schizophrenia	1,563
15	Dry Eye	5,880	40	Carpal Tunnel	1,516
16	Constipation	5,757	41	Rheumatoid Arthritis	9,447
17	Hypertriglyceridemia	5,568	42	Menopause	1,374
18	Uterine Fibroids	4,554	43	Cataracts	1,342
19	Peptic Ulcer	4,355	44	Chronic Gastritis	1,325
20	Overactive Bladder	4,277	45	Myocardial Infarction	1,194
21	GERD	4,225	46	Pneumonia	1,165
22	Osteoporosis	4,195	47	Arrhythmia	1,105
23	Alzheimer	4,011	48	Dysautonomia	997
24	Shingles	3,698	49	Joint Deformation	974
25	Duodenal ulcer	3,071	50	Seborrheic Dermatitis	939

# Membership information data in possession

Item	Contents
Age/Sex	Male/female age
Address	National prefectures/national municipalities
Date of birth	Day of birth
Height/Weight/BMI	Height (cm)/Weight (kg)
Date of completion	Date Month Year
Occupation	Students, company officers, officials, civil servants, self-employed, non-employed, freeters, housewives, etc.
Drinking/Smoking	Drinking (yes/no) Smoking (yes/no)
Desired information	Clinical trials, beauty care, cosmetics and health foods
Desired guidance method	Telephone, e-mail, fax, and direct mail
Desired contact time	Weekdays, Saturdays, Sundays, and Hours
Medical information	<b><u>Disease information, blood test data, medication information, etc.</u></b>

Hematology parameters		
WBC count	Total Bilirubin	Uric acid
Red blood cell count	AST(GOT)]	Nitrogen urate
Hemoglobin content	ALT(GPT)]	Creatinine
Hematocrit	ALP	Na
MCV	LDH	K
MCH	γ-GT	Cl
MCHC	CPK	LDL cholesterol
Platelet count	Fasting plasma glucose	Hemoglobin A 1 C
TP	Total cholesterol	Systolic blood pressure (top)
A/G	HDL-Cho	Diastolic blood pressure (bottom)
ALB	Triglyceride	Time of data extraction

Area	Disease name * All disease categories are more than 300
Endocrine metabolic disease	Type 1 diabetes mellitus, type 2 diabetes mellitus, suspected diabetes mellitus, obesity, hyperuricemia, hypercholesterolemia, pediatric, etc.
Cardiovascular disease	Hypertension, atrial fibrillation, angina pectoris, heart failure, venous thrombosis, etc.
Digestive disorder	Ulcerative colitis, reflux esophagitis, gastric ulcer, Crohn's disease, irritable bowel syndrome, taste disorder, etc.
Respiratory disease	Bronchial asthma, pneumonitis, chronic obstructive pulmonary disease, respiratory infection, COPD, pediatric, etc.
Orthopedic disease	Low back pain, osteoporosis, rheumatoid arthritis, osteoarthritis of the knee, etc.
Neurologic disorders	Sleep disorder, sleep apnea syndrome, Alzheimer's dementia, other dementia, Parkinson's disease, Restless syndrome, cerebral infarction, pediatric, etc.
Psychiatric disorders	Schizophrenia, depression, social-anxiety disorder, anorexia, PTSDs, panic disorder, epilepsy, bipolar disorder, pediatric, etc.
Renal, hepatic, and biliary diseases	Renal impairment, hepatitis B/C, tumor, cirrhosis, liver dysfunction, etc.
Skin disease	Acne vulgaris, psoriasis vulgaris, atopic dermatitis, chronic urticaria, tinea unguium, herpes zoster, seborrheic dermatitis, pediatric, etc.
Allergy	Chronic rhinitis, pollinosis, drugs, foods, animals, metals, sesame, fish, wheat flour, children, etc.

# Patient Insight

Collection of patient voices from our 856,000 database members using: internet, contact center, mail surveys, face-to-face, communities...etc., Segmented data relating to diseases, lab stats, drug administration are also attainable.



856,000 members

>583 disease categories

- Disease data  
250,000
- Laboratory data  
150,000
- Drug use data  
350,000



## Internet Research

On patients with specific diseases is possible even with a low budget over a short period



## Phone Research

Member hearing conducted nationwide by specialized communicators



## Mail Research

Most suited towards elderly members  
Original copy of survey can be kept for records



## Community Research

Best method for observational day-to-day records such as patient occasion and disease status



## Depth Interview

For hearing the patient's real voice which may be sometimes difficult with surveys (insight research)



## Group Interview

Conduct insight research efficiently through open-discussion forums with patients

Quantitative  
Research

Qualitative  
Research

Planning

Protocol design

Site selection

Patient recruitment

Research/  
Survey

Report/  
Journal

Drug  
design

Development  
Phase I ~ III

Market launch

Post-market

## I .Patient insight/PRO (Patient Reported Outcome)

Areas of support :

POC creation, protocol design, trial planning, DTC marketing, Patient-centred drug development

## II .Clinical research (Case studies/surveys)

Areas of support :

Protocol design, research/survey planning, post-market evidence construction (expanded indication, safety, etc.)

## III .Clinical trial (Prevention, diagnosis, treatment, care)

Areas of support :

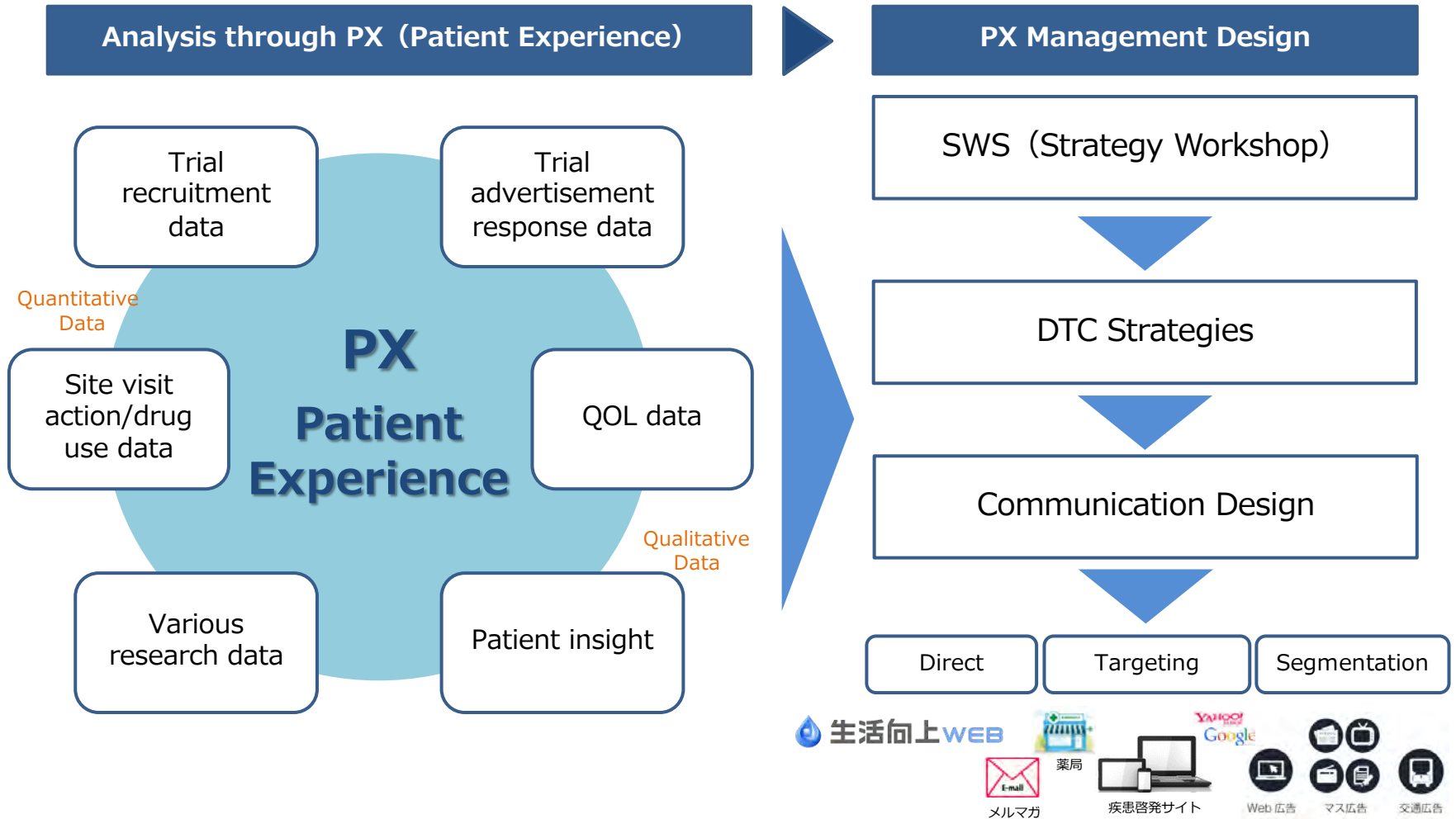
Post-market evidence construction (expanded indication, safety, etc.)  
PRO from RWD

## IV .Patient support program (compliance/adherence)

Areas of support :

Activities raising patient compliance & adherence, patient retention

# Marketing Services Overview





# Patient Insight Research

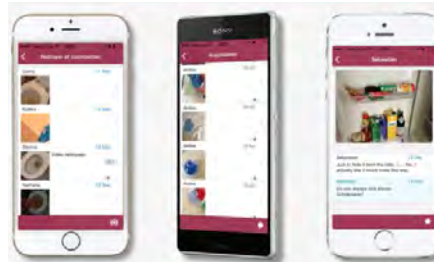
## Online survey

Compatible with most devices



## Mobile behavior observation

Observe patient behavior through app installed on 3H's C-Phone device



## Online forum

(MROC)

Members with the same health condition converse on online forum



## Digital diary

Diet, lifestyle, medication intake, health status, etc. are recorded



## Patient journey

Visualize patient action/feelings:  
Disease onset→Hospital→  
Diagnosis→Prescription→Medication



## Social media analysis

Extract disease and health information through social media and analyze



# Our Experiences: Past and current studies

Client	Disease	n=	Method	Year
Global CRO	Type II DM	Pilot: 40 Main: 160	Interview + Web survey	2015
Global Pharmaceutical Company	NSCLC	Online survey: 160 Interview: 10	Interview + Web survey	2016
Japanese Pharmaceutical Company	CNS patients	1,400	Phone Interview	2016
Global CRO	Uterine fibroid	External panel: 200 Seikatsu Kojo panel: 1,616	Web survey	2017
Japanese Pharmaceutical Company	Rheumatoid arthritis	MROC: 20 IDI: 5	MROC + Phone IDI	2017
Global CRO	Type II DM	Interview: 10 Web survey: 190	F2F Interview + Web survey	2018
Global Pharmaceutical Company	Psoriasis	MROC: 50 IDI: 18	MROC + IDI	On Going
Global Pharmaceutical Company	Acne patient survey	MROC: 300	MROC	On Going
Global Pharmaceutical Company	Prostate cancer patient qualitative survey	Qualitative: 10	F2F Interview	2018/2019
Global Pharmaceutical Company	Lung cancer patients quantitative survey	Quant: 100	Web Survey	2018/2019

# Past and Current Studies (Patient Survey)

Client	Research Theme	Survey Contents	Sample Size	Method	Date
Domestic Pharma	Quantitative Research of Ulcerative Colitis Patients	Quantitative survey on selection and acceptability of treatment methods for the patients with ulcerative colitis.	300s	WEB Survey	2018
Global Pharma	Patient survey of OA (knee) · CLBP (low back pain)	Interview survey to grasp the Patient Journey Map as well as on intent to use drug during development.	16s	Qualitative interview (IDI)	2018
Global Pharma	Quantitative survey of cancer patient	Quantitative survey on the actual condition and consultation of pain and anxiety for cancer patients and consultation partners.	300s	WEB Survey	2018-19
Global Pharma	Qualitative survey of Prostate cancer	Interview survey on communication with medical staff on fatigue / malaise during treatment.	10s	Qualitative interview (Tel)	2018-19
Global Pharma	Quantitative research of Lung Cancer Patients	Quantitative survey on IC contents, selection factors, IC satisfaction level etc. in drug selection of lung cancer patients	100s	WEB Survey	2018-19
Global Pharma	Acne Patients Survey	Quantitative Survey for concerning troubles and countermeasures for patients with mild acne (Reasons to visits / non-visits the hospital)	300s	MROC	2019
Domestic Pharma	Anaemia Patient Survey	Survey to grasp the benefits of new drugs vs current therapies targeting Anaemia patients	50s	MROC	2019
Domestic Pharma	Anaemia Patient Survey	Clinical CS survey for patients with Anaemia	Quant:100s Quality: 5s	WEB Survey (IDI)	2019

# Patient Insight // Cancer treatment patients

Q30 現在何らかの痛みはありますか？ (SA)



- 現在痛みを感じている方が44.9%、一度でも痛みを感じたことがあると回答した方は65.5%であった
- 一方、一度も痛みを感じたことはない回答した方も27.9%いた
- 乳がんは痛みを感じたことがある方が他のがん種より多いという結果であった
- 白血病、腎臓がんは痛みを感じたことのない方の割合が全体に比べて高く、3割を超えていた



Q57 現在、精神的に不安を感じることはありますか？ (SA)



- 現在不安を感じているのは69%、1度でも不安を感じたことがある方は89.9%という結果であった
- 不安を感じたことはない方は3.8%とほとんどいないという結果であった



## Expert Analysis //

- ✓ There are patients who can not consult their doctor about their pain and anxiety.
- ✓ Patients usually get the care/treatment after consultation but there are the cases where care/treatment was not provided as well as even after receiving there was not improvement some said. So it is necessary to improve the current situation.
- ✓ After consultation 80% of patients were satisfied however solving the pain & anxiety was key points
- ✓ By communicating to doctor about their pain and anxiety to and getting the appropriate care which resulted in acceptance of longer duration of cancer treatment.

## Project Summary //

Sponsor	Global Pharma
Support from 3H	Quantitative Research
Timing of consultation	Considering Disease Awareness
Target	Ongoing treatment Cancer Patients
# of sample	n=287(BC,LC,CML,RCC)
Target area	All Japan
Medias used	Oncolo

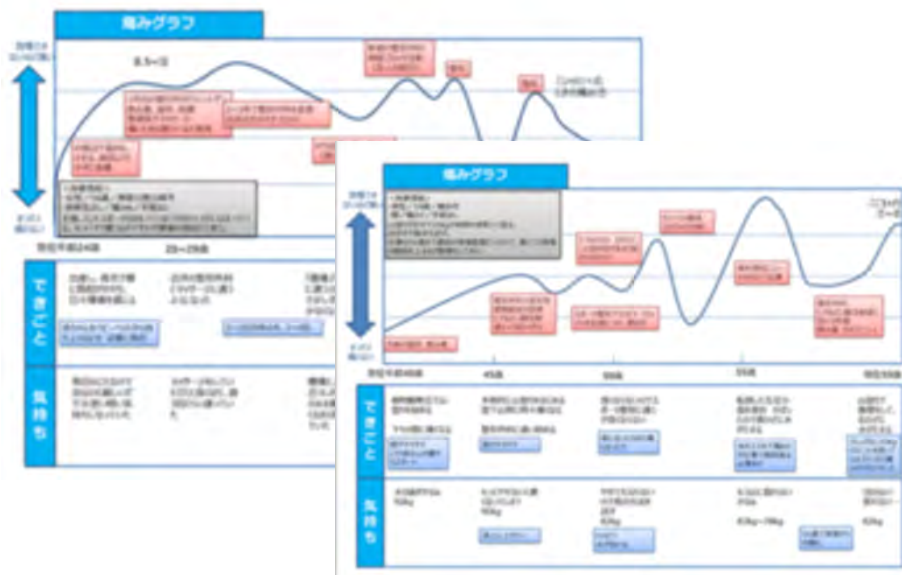
## Impressive Number //

# 90

Japanese Cancer Patients were interviewed to know about their pain and their care giving condition whether it is sufficient or not.

Those who felt uneasy even once was 89.9%, where most of them had an anxiety experience. In addition, 65.5% answered that they felt pain even once, and those who had pain during cancer treatments were over 60%.

There were more than half of patients who answered that "pain" and "anxiety" were affecting their cancer treatment. Further, half of total patient answered that they have consulted their doctors about pain where only 20% of patients replied that they have consulted to their doctors for anxiety. However 41.7% replied that they had not got care after consulted with doctor about their anxiety.



## Expert Analysis//

There was four main situation where pain put a great impact on work and in daily life. The most affected group was physical labour as well as nursing care service people who carry elderly people by a car or transporting the luggage through truck. The second is daily routine work such as getting up in the morning and going to washbasin with bended waist which put an affect in daily life. Next it was affecting in doing the housework, childcare, hobby and sports.

**Further, condition forced them to change their occupations as well as they were continuously feeling pain and fatigue in various actions on a daily basis, which was also resulting in anxiety of becoming impossible to walk in the future.**

## Project Summary //

3H Support	In-Depth-Interview(Qualitative)
Timing of consultation	Pre Product Launch
Target	Knee OA, Back Pain CLBP
# of sample	n=12 (OA=6, CLBP=6)
Target Area	All Japan
Tactics	DB

## Impressive Number

# 4

Challenges. New drugs (Phase 3 completed: NDA under process) being developed by pharmaceutical company, this drug is based on new mechanism to prevent the pain. In order to make the launch successful in Japan, sponsor wanted to get some clue to construct the message for the patient through this interview.

Are OA/CLBP Patients having any trouble in treatment currently. And if they have some problem then what is their issue. Whether this new drug can provide the solution of the problem of the patient or not. It was the target of this Interview.

### Research Objective

- History of the intensity of pain from onset to the present
- In the history of treatment for the pain, what was the issue and what they wanted to have.
- Evaluating the concept of the new drugs

# Thank you

To know more please contact: [imran@3h-ms.co.jp](mailto:imran@3h-ms.co.jp)