



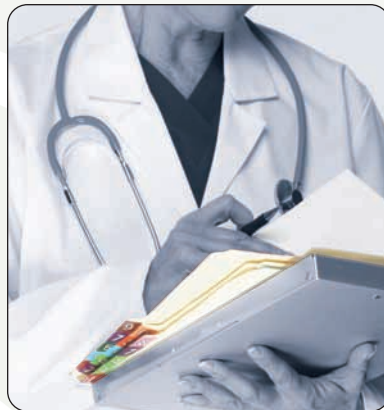
powerful insight.  
powerful outcomes.

# Chart Capture<sup>SM</sup> ... With Patient Data Cube

## BEHAVIOR VS. RECALL

Physicians make prescribing decisions one patient at a time.

Traditional market research asks physicians to recall their last 10 patients or prescribing over the last 30 days, and then predict their behavior for the next 10 patients/30 days. This method often results in less than realistic projections, and less than engaged respondents.



The power of Chart Capture research is in its ability to correlate physician attitudes, patient characteristics, clinical outcomes, and the impact of product attributes on the decision-making process. Chart Capture, TVG's enhanced data collection tool, allows you to tap into unbiased physician decisions at the individual patient level.

- Explore treatment algorithms and decision criteria
- Create confidence around predictions of future behavior based on specific patient characteristics and clinical outcomes, not general perceptions
- Uncover key patient types physicians identify as most appropriate for product trial or usage

This exciting new tool is being used successfully in both qualitative and quantitative research.

### Qualitatively:

- Reveal key prescribing decision drivers
- Identify treatment patterns and uncover compliance issues
- Explore markets where knowledge is limited
- Inform quantitative research instruments to optimize investment in large scale studies

### Quantitatively:

- Quantify the flow of patients from diagnosis through treatment
- Explore actual drivers (including those latent drivers) of physician prescribing
- More accurately estimate preference share
- Segment physicians based on their personal decision criteria
- Segment patients based on demographics and clinical measures
- Track responses to specific marketing initiatives
- Explore differences in user/non-user behaviors and attitudes

## CHART CAPTURE WITH PATIENT DATA CUBE

Quantitative Chart Capture Studies include an easy-to-use simulator, the Patient Data Cube, which enables you to run "what-if" scenarios going forward — based on actual physician behavior.

- React to tomorrow's marketplace today by getting an early read on the acceptance of future products
- Go back to explore patient characteristics on different clinical variables and diagnostics
- Test marketing strategies
- Gauge impact of various product profiles on specific patient types
- Evaluate competitive responses

## GAIN REAL-WORLD INTELLIGENCE INTO YOUR CUSTOMERS AND YOUR MARKETS

For more information about TVG's Chart Capture<sup>SM</sup> Research, or any of TVG's Marketing Research services, contact:

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