

DecisionEdge™

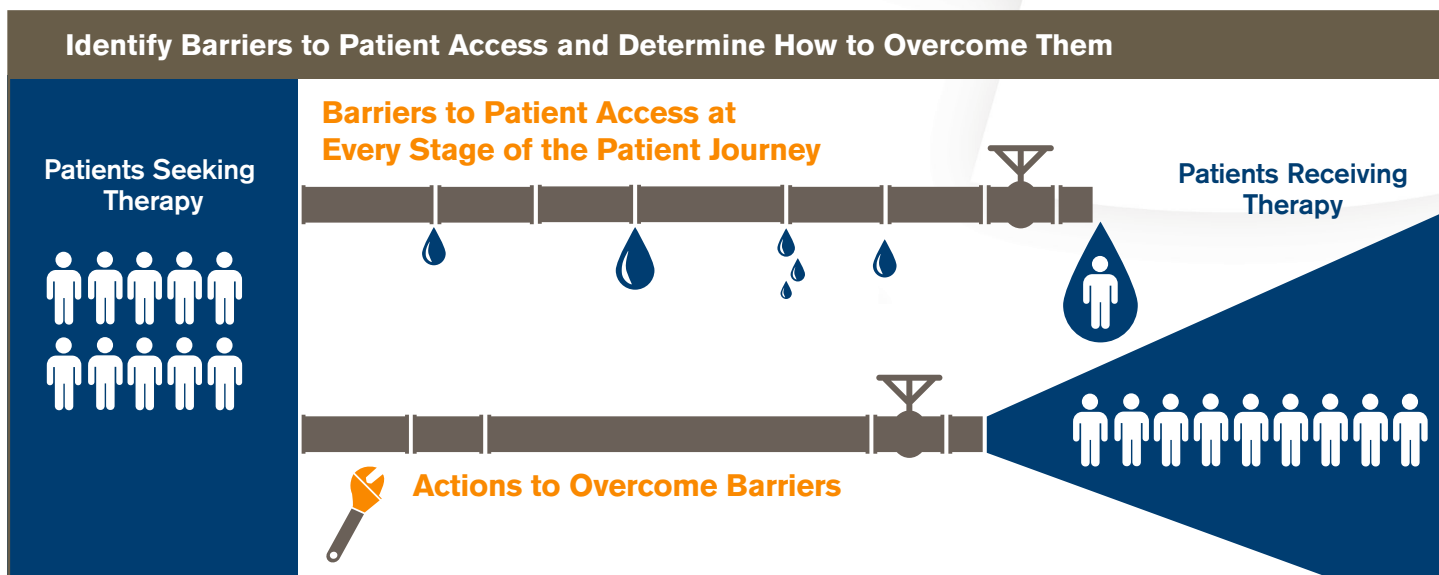
Patient Access Journey

Non-Small Cell Lung Cancer Market

Patient Access Journey assesses the patient journey for non-small cell lung cancer to reveal the factors that compromise access.

Patient Access Journey answers your questions so you can identify barriers to patient access and determine how to overcome them.

- What is the patient access journey for your product's disease state?
- What are the most significant influencers of and barriers to patient access in this disease state?
- What are your opportunities for addressing barriers to patient access in this disease state?



You can use **Patient Access Journey** to:

Identify barriers to patient access and determine how to overcome them

Determine patient education needs and resources

Develop patient programs

October 2017

**Non-Small Cell Lung Cancer
Patient Access
Opportunity Assessment**

- Patient access journey map
 - Steps and process patients follow for gaining drug access from recognition of symptoms to adherence to prescribed treatment
- Influencers of patients' access to treatment
 - Influencers and drivers with greatest impact on patient access
 - Barriers caused by payers, delivery/distribution system and/or healthcare providers
 - Common actions/reactions to barriers by patient type
- Opportunities to address barriers to drug access by disease
 - Patient, healthcare team and product factors that facilitate access
 - Competitive activities to address barriers and influencers
 - Most effective solutions to address barriers

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