Outcomes4Me

CASE STUDY

Outcomes4Me helps HR+, HER2- metastatic breast cancer patients uncover new treatment options based on their genetic makeup

THE CHALLENGE:

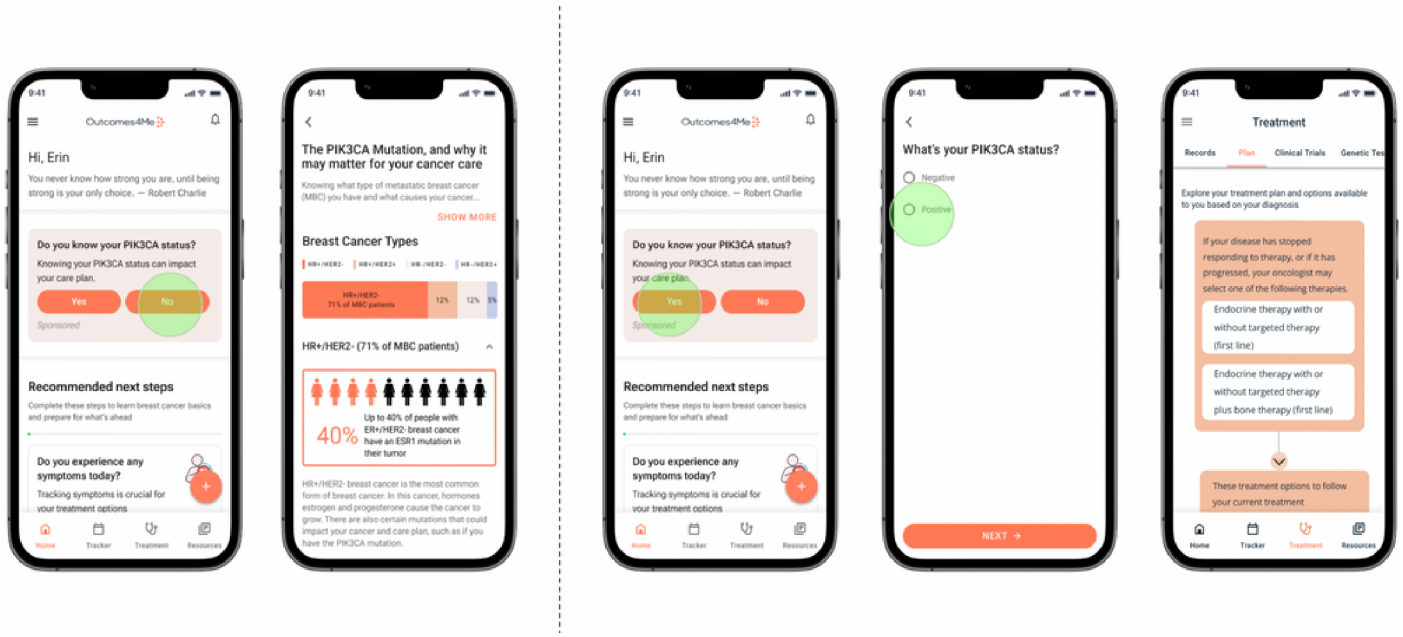
A leading pharmaceutical company offers the first and only treatment option specifically for patients with specific mutations in HR+, HER2- metastatic breast cancer. The mutation affects 40% of people with HR+, HER2- metastatic breast cancer. However, the larger part of people surveyed did not know their mutation status. Outcomes4Me and the leading pharmaceutical company set out to change this by educating patients about the mutation.

THE SOLUTION:

Hyper-targeted reach: Outcomes4Me has a growing user base across several different cancer types with a current breast cancer patient population greater than 150,000 members. It is representative of the breast cancer population at-large across ethnicity, income, geography, and disease stage. For this very specific and targeted educational campaign, Outcomes4Me targeted 800 HR+, HER2- metastatic breast cancer patients. We revealed that there was a significant gap in mutation testing - 60% of the target population was unaware of their mutation status and, through the app, Outcomes4Me subsequently shared further educational content with the population who would benefit most.

Engaged dialogue: Outcomes4Me customized a series of content modules tailored to patients unaware of their mutation status to help patients understand the importance of the mutation and how it affects their cancer care. We provided a series of educational resources on understanding the mutation , what a mutation is, and a series on myths vs. facts. Outcomes4Me identified that broaching the topic of genomic testing and the specific mutation's targeted therapies with their physician was a major roadblock for many patients. According to our survey, 48% of patients did not feel empowered to talk to their doctor about the mutation, or did not know how to breach the topic. To address this need, patients were provided a downloadable PDF with talking points to discuss with their doctor.

Patient action: As part of the continuous, customized dialogues with its users, Outcomes4Me performed an initial follow-up assessment 6 weeks after the first content engagement. Outcomes4Me asked those patients who did not know their mutation status if they got tested and identified key drivers for doing so.



After 6 weeks

THE RESULTS:

Outcomes4Me hyper-targeted HR+, HER2- metastatic patients. The company proved that through education and engagement with specific mutational content, it could empower patients to talk to their doctor and get tested. Of those who did not know their mutation status originally:

Targeted reach — **800** HR+, HER2- metastatic breast cancer patients

Engaged dialogue — **91%** Responded to mutation question; **38%** Deep engagement (with in-depth content module)

Patient action — **2/3** Felt empowered to talk to their doctor about testing for the mutation; **>6X** More changed their status from not knowing their status to knowing their status