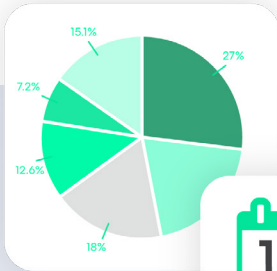


Oncology Session Guide



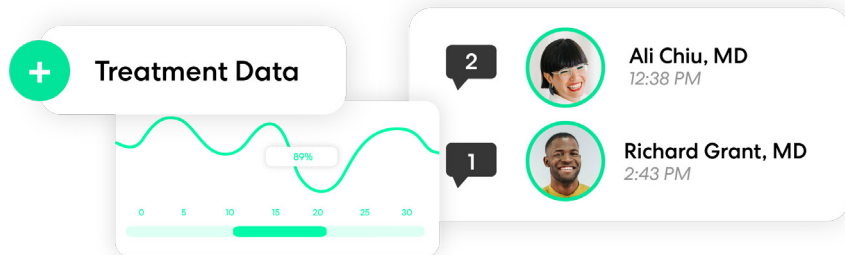
Closes in
14 Days

Manuscript Development



- ✓ Outline Review
- ✓ Draft 1
- ✓ Draft 1
- ✓ Finalization

Oncology Session Guide



Within3's insights management platform empowers oncology teams to engage global audiences and streamline workflows, increase the number and quality of treatment discussions, and improve patient outcomes.

This guide provides an overview of some of the industry's most daunting challenges, explores how we work with oncology teams worldwide to tackle some of those challenges, and takes a look at some notable client successes to help generate ideas for your next oncology session.

ADDRESSING INDUSTRY CHALLENGES

The current oncology landscape is complex, and beset by challenges. Our solutions are designed to address some of these industry challenges, including:



Patient, HCP, and stakeholder access – The COVID-19 pandemic has had a long-term impact on travel, freedom of movement, and the safety of in-person interactions – [limiting access](#) to essential oncology services. Every four-week delay in cancer treatment increases the risk of death by between 6-13%



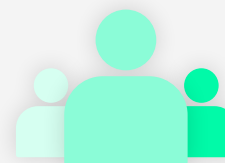
Telehealth and digital tools – With the pandemic transforming the way we interact, patient demand for telehealth services has increased significantly. [9/10 patients](#) now believe virtual care services are as good or better than what came before.



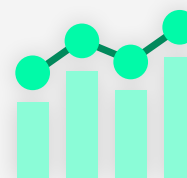
Disproportionate market share – According to [McKinsey](#), the top 10 oncology players produce 31 of the 35 current blockbuster treatments.



The drug development process – Industry averages suggest the drug development process can take a decade or more, and [cost around \\$2.6b](#). Just 1-2 in [every 10,000 compounds](#) will ultimately earn FDA approval.



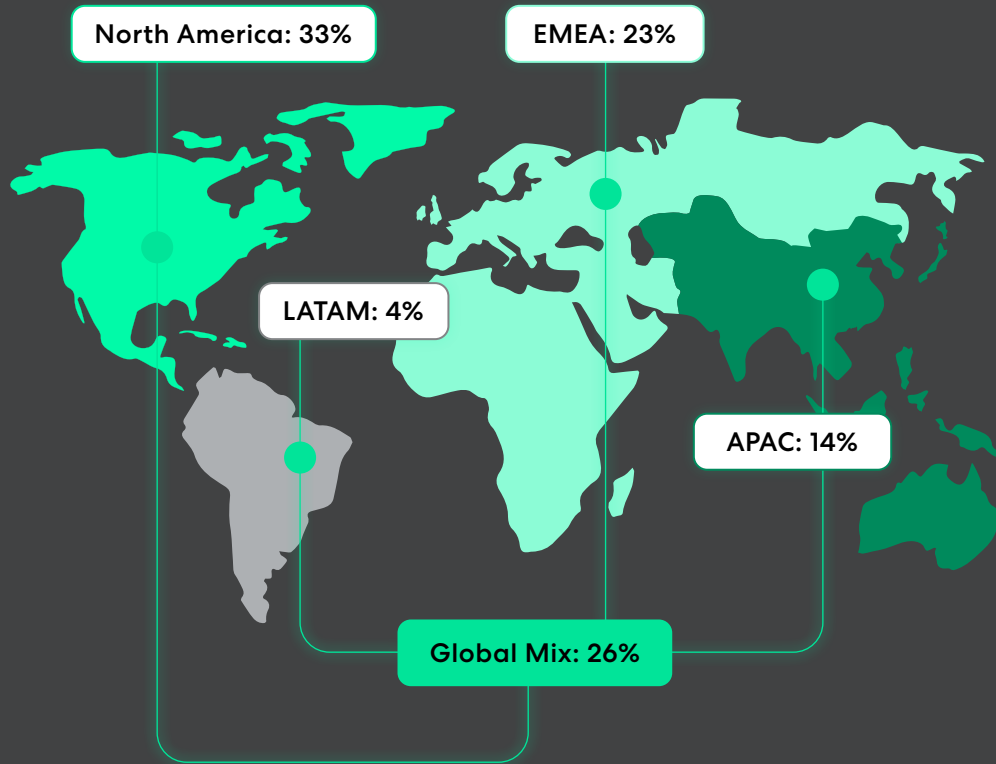
Patient numbers – In 2021, [an estimated](#) 1.9m patients were diagnosed with cancer, while an estimated 608,570 patients lost their lives in the U.S. alone.



An aging population – In the U.S. and beyond, an aging population will increase the burden on HCPs, with over [70% of cancer diagnoses](#) expected to be among over 65s by 2030.

How we work with oncology teams

Within3 works with top pharma companies around the world to design effective engagements focused on oncology. Here's how it breaks down by region:



Our client success team has deep experience in effective engagement design for oncology initiatives. We've hosted practically every type of session for our oncology clients, including:

- Congress huddles
- Workshops
- Document/material reviews
- Advisory boards
- Panel discussions/roundtables
- Training
- Steering committees
- Journal clubs
- Investigator meetings
- Pub planning/manuscript development
- Clinical advisory boards

And our oncology sessions enable teams to engage all critical stakeholders throughout the product development process, including:

- Internal teams
- Investigators
- Patients/patient advocates
- Pharmacists
- Physicians
- Payers
- Nurses/nurse practitioners
- MSLs



Success stories and session idea guide

Take a look at some of the standout success stories from our oncology clients – including innovative uses of the Within3 platform, tangible results, and client testimonials. Use these engagements as a jumping-off point for your own session planning, or [speak with us](#) to design your engagement.



Campaign messaging advisory board, oncology

A patient affairs team from a leading pharmaceutical company wanted to convene an advisory board exploring the effectiveness of campaign materials relating to the impact of COVID-19 on patient access to cancer care.

SESSION GOALS:

- 1 Determine the effectiveness of different creative approaches
- 2 Review and provide feedback on campaign messaging
- 3 Share feedback on campaign content, and help refine final creative

The team convened an advisory board of 13 patient advocates from around the world in a series of three sessions on the Within3 insights management platform. They were asked whether the campaign materials reflected the day-to-day lives of cancer patients, and were encouraged to comment on the document using Within3's document annotation function.

“The platform **made it easier for advisors to provide feedback** – and this has been really useful in creating the assets. Having the feedback all in one place was really helpful.” - *PATIENT AFFAIRS TEAM*

The team was highly satisfied with the results. They noted that advisors were highly engaged, and participation levels were strong throughout. They commented on the creative use of the Within3 platform to combine live meetings with asynchronous sessions, enabling participation from advisors based across nine countries. The document annotation function also proved useful in gaining feedback and insights from attendees.



Clinical communication center, oncology

A clinical team within a leading life science company planned to launch several phase III oncology global clinical trials designed to study the effectiveness of new immunotherapy treatments in various tumor types.

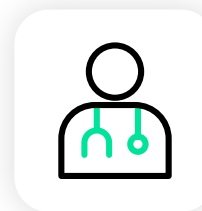
SESSION GOALS:

- 1 Establish a compliant, structured discussion platform with 24/7 access
- 2 Provide opportunities for peer-to-peer dialogue to improve clinical outcomes
- 3 Eliminate logistical hurdles while driving deeper and more considered dialogue
- 4 Improve overall communication and knowledge sharing

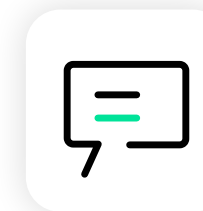
Under Within3’s guidance, the team moved from concept to launch in eight weeks with an operational structure in place to maximize program value.

First, the clinical team launched an online clinical community for HCPs, including investigators, company clinical staff, and referring physicians. Next, the team established trial-specific communities for the HCPs involved in each specific clinical trial. The clinical team established a virtual tumor board to enable referring physicians to submit patient cases for review and consideration for the clinical trial program, and to engage in private online discussion with a team of experts. A virtual feedback and insights area allowed the team to quickly convene HCPs from any part of the trial program, engage them on various topics, and then quickly collate the results into actionable next steps.

During the first 90 days of implementation, the clinical team achieved the following:



More than 500 oncologists registered



40+ comments posted in the online clinical community



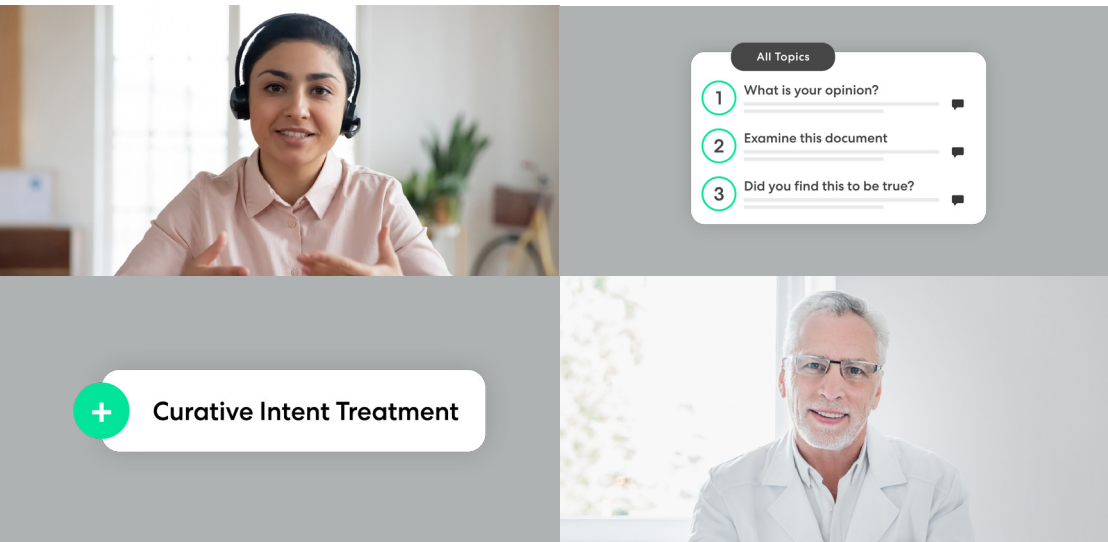
30% open rate for weekly email newsletters

Beyond the first 90 days, the team experienced significant streamlining of internal processes and was able to gain an immediate understanding of the needs of trial participants based on direct feedback from HCPs. By the conclusion of the trials, the team expects the online clinical community will significantly reduce costs through faster training times, fewer delays, and improved recruitment.



Patient selection and identification advisory board, oncology

A pharma company brand team wanted to convene an advisory board of oncology experts for a series of virtual engagement sessions on patient identification and selection.



The team used Within3 to host a series of pre-meeting questions in preparation for a live advisory board meeting. Nine UK-based HCP advisors were invited to participate, alongside five moderators.

The live advisory board meeting was an opportunity for advisors and moderators to discuss the insights gathered during the pre-work sessions, and examine in greater depth the evidence gaps they had identified as a group.

The team was clear that the Within3 insights management platform was pivotal in helping them achieve their objectives.

“The platform really set us up to meet the objective of the meeting. The flexibility allowed us to extend the session, so **all advisors were able to participate.**”

- BRAND TEAM

SESSION GOALS:

- 1 Discuss clinical gaps for patients with early-stage disease
- 2 Map out the best strategies to fill those evidence gaps
- 3 Explore how patients are selected, and understand why they do or do not receive treatment
- 4 Understand the impact of COVID-19 on curative intent treatment and decision-making

The team also commented on how the session format and pre-meeting questions helped to ensure participation across the whole range of advisors, as opposed to the strongest personalities dominating the conversation.



“You get all the **answers from everyone**, rather than the loudest people taking the lead on discussions.”

“We would not have been able to **meet the objectives** without the platform.” - *BRAND TEAM*

ABOUT WITHIN3

Within3's insights management platform enables life science teams to identify the right experts, effectively engage them, and quickly obtain actionable information so they can close the insight gap and drive projects forward with confidence. With a dedicated client success team on every implementation, most Within3 projects achieve 100% stakeholder participation. To learn more and request a needs assessment and demo, visit www.within3.com.