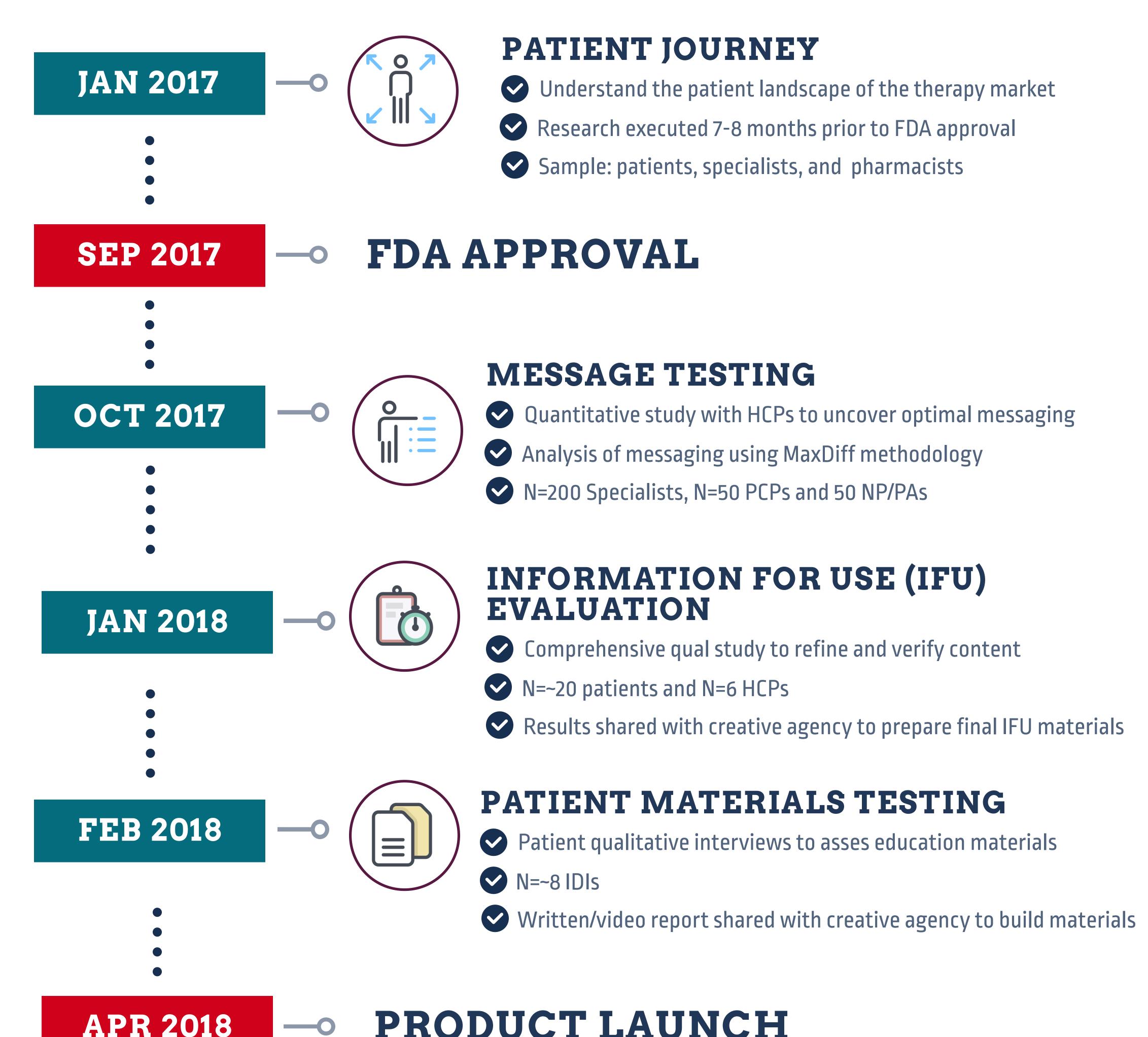


Long-standing research partnerships enable us to structure a dedicated team to support all facets of primary research.

This infographic demonstrates an ongoing, full-scale research support effort as the product progresses through its lifecycle.



PRODUCT LAUNCH

EARLY UPTAKE ASSESSMENT **APR 2018**

Pulse survey with HCPs one month post-launch

- ✓ N=~50 Specialists
- Assess initial uptake and identify issues that may impact use

BARRIERS TO ADOPTION MAY 2018 Qualitative study to 1.5 months into launch N=~14 IDIs Evaluate existing barriers to product adoption

VISUAL AID TESTING **AUG 2018** HCP qualitative exercise N=~20 IDIs Test revisions to core visual aids

DEMAND GENERATION AUG 2018 Baseline study with HCPs including patient chart component

N=335 Specialists & PCPs; N=995 charts collected Segmentation model created defining 13 patient micro segments

N=293 Specialists & PCPs; N=895 charts collected

DEMAND GENERATION WAVE 2

Results supported changes in engagement with key groups



Fast turnaround required: completed in 1.5 weeks total

3 cities, 12 groups; N=48 respondents

N=300 Specialists; N=900 charts collected Continue tracking movement in priority customer segments

DEMAND GENERATION WAVE 3



Identified differentiating barriers between segments

Grouped into three segments: Champions, Dabblers, Spectators

OLSON RESEARCH GROUP, INC.

DEC 2018

OCT 2019