

## Case Study: Consumers with Neuropathic Pain

### Client

A leading pharmaceutical company with a pipeline compound for neuropathic pain (post-herpetic neuralgia (PHN) and diabetic neuropathic pain) needed to understand attitudes and beliefs that patients suffering from these conditions have about their situation.

### Objectives and Approach

In-depth interviews with patients across a range of primary treatment providers (PCP, endocrinologist, neurologist) were conducted. Reflecting the relatively low prevalence of PHN patients and possible barriers to accessing those patients (age, mobility), we further recommended a mix of in-person and telephone interviews. Specific objectives included:

- Characterize the buying process and patient expectations of treatment
- Inform clinical development plan based on desired product attributes
- Characterize customer portrait and extent to which physicians and patients are (mis)aligned

### Results

G & S Research successfully achieved the PHN recruit by employing a multi-faceted approach—physician referrals, facility databases and consumer panels.

We learned that many diabetic neuropathy patients will downplay the severity and impact of their symptoms and will often postpone these discussions with their doctor. Moreover, most of these patients do not seek additional information or treatment options once treatment has been initiated. PHN patients, conversely, are quick to express dissatisfaction with treatment regimens and more willing to tolerate multiple Rx treatments if most / all symptoms are relieved.

Client lauded the level of detail in buying process summaries and is currently evaluating a design of large scale quantitative study based on qualitative findings.

