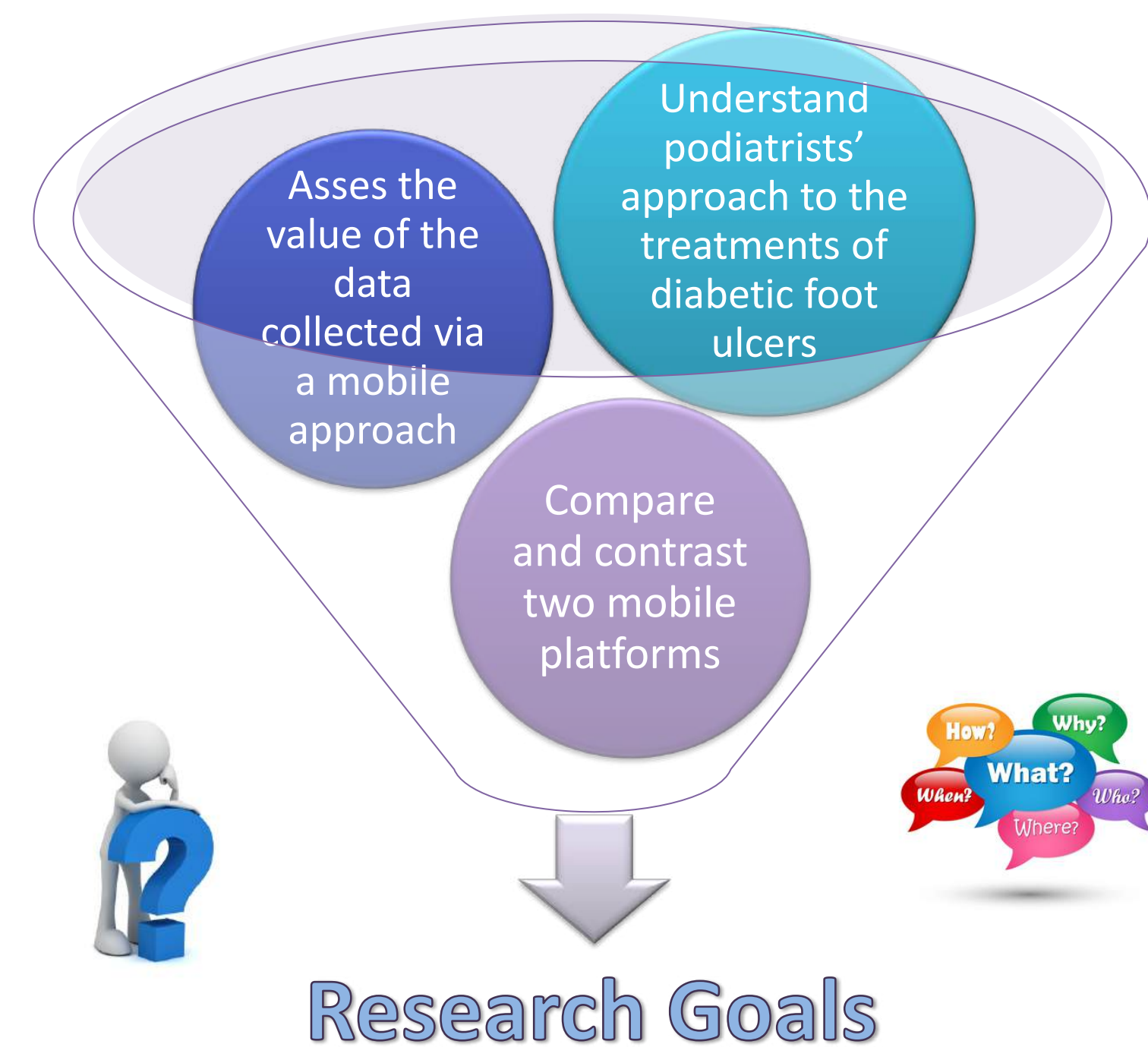


Mobile Market Research for Treatment Insights: A Pilot Study



Podiatrists were encouraged to report on that patient the same day they were seen

14 podiatrists reported on 5 specific patients who had diabetic foot ulcer (DFUs)

Methodology

Podiatrists opted to participate via a mobile app (n=7) or a voicemail-based system (n=7)

Podiatrists saw a minimum of 5 DFUs per week were based in private practice or in an out-patient setting and needed to use advanced wound healing products

Richer insights into how podiatrists think and talk about their DFU patients from the voice mail system

"This patient, diabetic, with longstanding plantar ulcers at the interphalangeal joint of the right hallux, [of] the right great toe. This is an ongoing issue for this gentleman. I've been treating him for this ulcer for years, about two years. This is very non-compliant gentleman. Once hunting season comes up, no matter what shape his foot is in, he's going hunting for three or four days a week. He could be all healed and he'll go and come back with a rip-roaring ulcer and we are in the middle of treating him for the last few months with the opening of, I don't know, turkey or deer or one of those kinds of animals. I'm not a hunter."

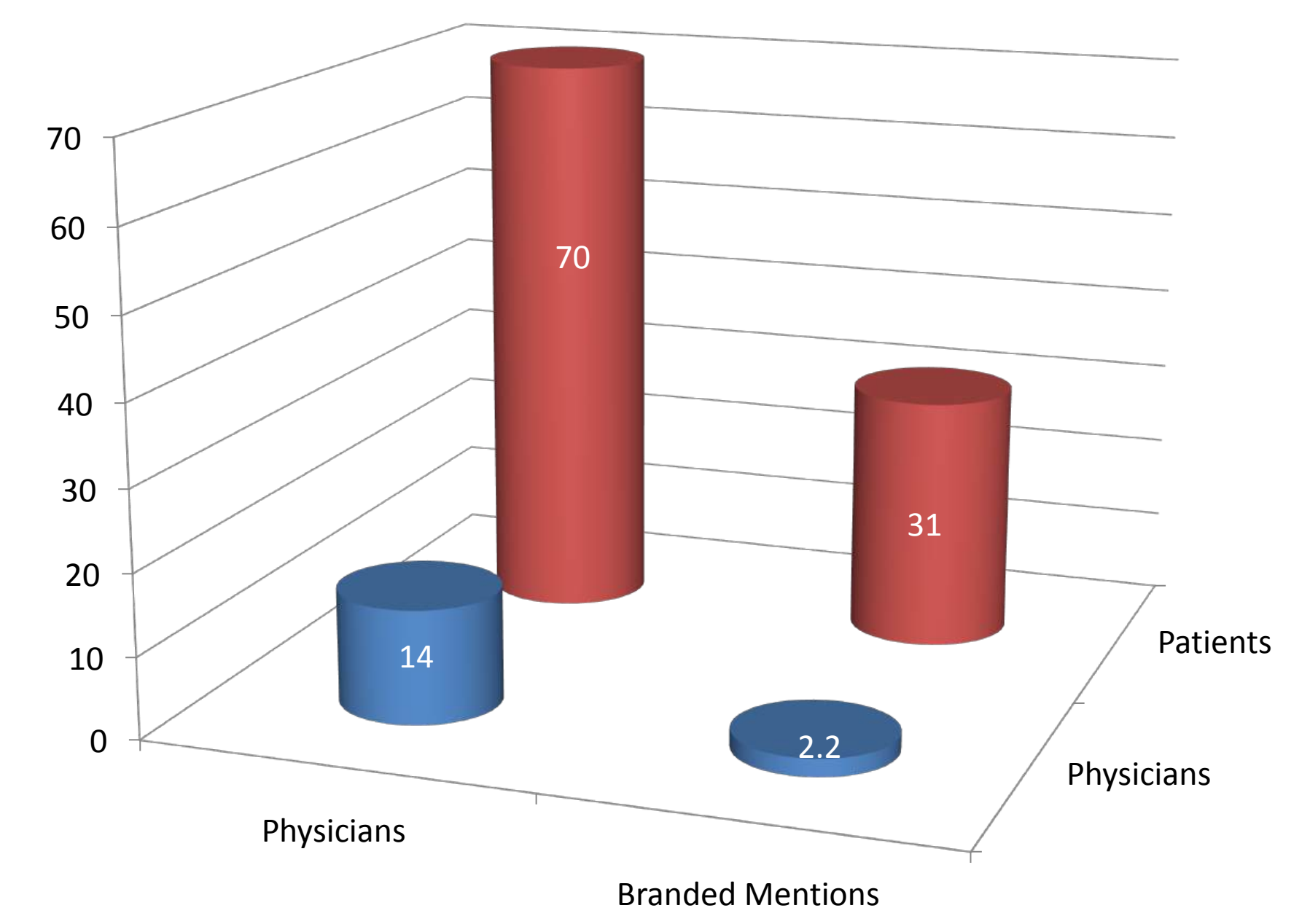
"When she first presented to my office, she had two feet but because of her severe diabetic neuropathy, she constantly got these ulcers and infections on her left foot and ended up seeing an orthopedist who removed her left leg. That was done in October 27, 2012. Since that time, she has been coming to see me for care of her right foot but for the last approximately six months I hadn't seen her. And she blamed it on the difficulty to get transportation."

"She has been a patient of mine off and on, mostly on over the last five or six years due to multiple diabetic foot ulcers. She's had partial foot amputations on both feet, some metatarsal, some metatarsal in toes. She's a very obese patient, very sweet, but has a definite problem with compliance. That kind of sets the stage so you know what we're talking about. We're dealing with a foot ulcer under the first metatarsal head that we've been dealing with off and on for the last couple of years. We get it healed up, we get her in her diabetic shoes, she does well, then she gets rambunctious and she goes, for a period of time, going barefoot. She gets tired of wearing diabetic shoes. When she does this, after about a month or so of going barefoot, she ulcerates the planter aspect of the first metatarsal on the right. That's what we've been dealing with over the last couple of weeks."

"Diabetic pressure ulcer plantar aspect of 5th metatarsal head, neuropathic. Slowly improving, healthy wound with no active infection. It had beefy red hypergranulation tissue at base. No drainage or erythema. Hyperkeratotic rim. Mild maceration."

"Medial ischemic diabetic ulcer medial right first MPJ with red granulation base and no drainage or erythema. The wound is improving! It is full thickness into the subcutaneous tissue with no exposed tendon or bone. No drainage and no erythema. Beefy red granulation base."

Both platforms provided data to quantify results:
14 physicians yielded insight into 70 patient visits: 31 branded mentions in 70 patient visits with 2.2 brands mentioned per physician



In the crowded wound care market, podiatrists gravitate to preferred products even in wounds with differentiating characteristics

Implications in Using Mobile Research

Mobile Research Should Be Considered...

To obtain real-time feedback on events when they occur

For pointed/singular objectives

Examples of When to Use Mobile

Gathering insight into how physicians process treatment decisions

Gain a 360° view of the concerns physicians have when treating patients

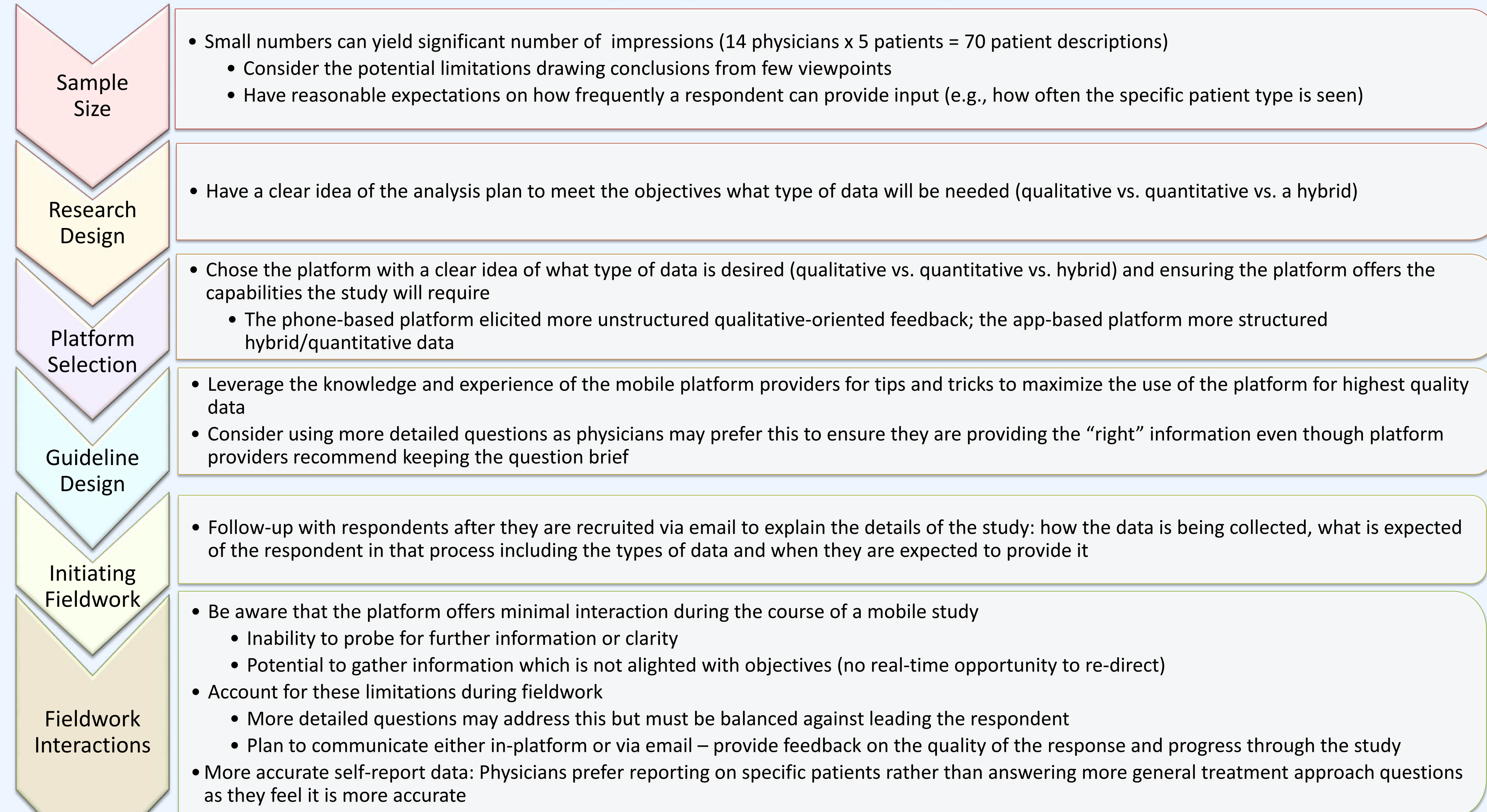
Understand how physicians describe patients in their own language

Attain concrete examples of treatment decisions

Garner a baseline understanding prior to exploratory research

Obtain in-the-moment patient perceptions of physicians or medications

Considerations in Designing and Executing Mobile Research



Comparison of the Platforms Used

Voice Mail System

- ✓ Provides richer qualitative insights
- ✓ While quantifiable, the responses are more difficult to code
- ✓ Physicians appear to approach it like they might a dictation
- ✓ Requires physicians to have the list of questions in front of them (the system did not prompt them)



"I actually paid attention to the number of ulcer I treat and it made me more aware of treatment plans and healing times than I may normally pay attention to. I liked that I got to call into give the answers to the questions." - Podiatrist

Mobile App

- ✓ Just-the-facts approach
- ✓ Weak qualitative data – open-ended responses are short and sweet
- ✓ Easy to code and quantify
- ✓ Requires physicians to download the app (not everyone will be willing to do so)
- ✓ In-app capability to upload pictures or videos (not used in this study)



"I did my first snippet. Man, it takes long when you use only one finger to type on a cell phone, but, I survived. Only four more to go." - Podiatrist