



Line of Therapy and Patient Preferences Treating Lung Cancer: *A Discrete-Choice Experiment*

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I HAVE NOTHING TO DISCLOSE

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Find it. Treat it. Live.

PROJECT TRANSFORM

DOCUMENTING PATIENT WORRIES THROUGH A
PATIENT EXPERIENCE SURVEY

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THE NEW LUNG CANCER PARADIGM

What do lung cancer *patients and caregivers* want from treatments?

- Longer survival? Better quality of life?
- Fewer side effects? Which ones?
- Longer duration of progression-free survival?

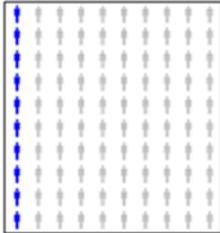
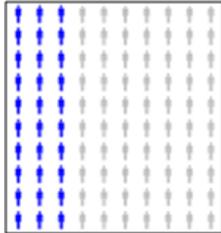
ATTRIBUTES AND LEVELS FOR PATIENT PREFERENCE SURVEY WERE CLEARLY DEFINED

| Attribute | Level | Attribute | Level |
|---------------------------------|---|---------------------------------|---|
| Progression Free Survival (PFS) | 12 months | Long-term side effects | None - No long-term side effects |
| | 18 months | | Mild - Noticeable, do not affect your daily activities, do not require medical care |
| | 24 months | | Moderate - Uncomfortable, affect your daily activities a little, require medical care that you can take at home |
| Short-term side effects | Mild - Noticeable, does not affect daily activities, does not require medical care | Risk of LATE-onset side effects | 10% (1 out of 10) will experience late-onset effects |
| | Moderate - Uncomfortable, affects daily activities, requires medical care that you can take at home | | 20% (2 out of 10) will experience late-onset effects |
| | Severe - Life-threatening, requires medical care in the hospital | | 30% (3 out of 10) will experience late-onset effects |
| | | Mode of administration | Daily pills that you can take any time during the day |
| | | | Daily pills that you need to take 1 hour before eating or 2 hours after eating |
| | | | Infusions in the hospital or clinic every 3 weeks |

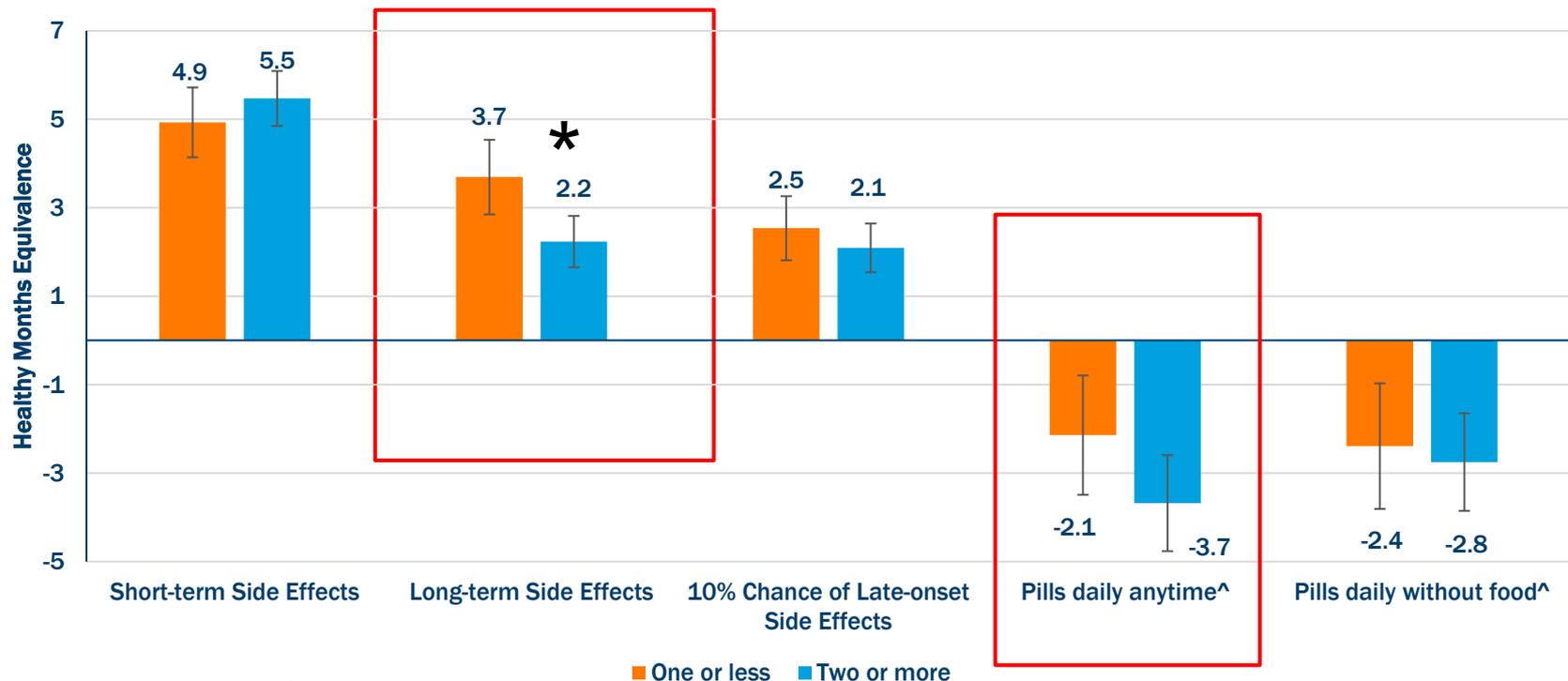
USING DISCRETE CHOICE EXPERIMENTS TO QUANTIFY PATIENT PREFERENCES

Question:

Consider that you are newly diagnosed with lung cancer. You are thinking about taking one of these drugs to treat your lung cancer. Which drug would you prefer?

| Attributes | Drug A | Drug B |
|-----------------------------------|--|--|
| Progression free survival | 18 months | 24 months |
| Short-term side effects | Moderate | Severe |
| Long-term side effects | Mild | None |
| Risk of Late-onset effects |  10% (10 out of 100) |  30% (30 out of 100) |
| Mode of administration | Pills daily without food | Pills daily anytime |
| | Drug A | Drug B |
| Which drug do you prefer ? | <input type="checkbox"/> | <input type="checkbox"/> |

Lines of Therapy (LOT) INFLUENCE PATIENT PREFERENCES



^ Compared to Infusion
* Significant at the 0.05 level

N = 331

CONCLUSIONS

- **Various factors (such as availability of a targeted therapy, being NED, line of therapy) may influence patient preferences**
- **Values placed by patients on different attributes should be taken into consideration during clinical practice and drug discovery**

USE OF PATIENT PREFERENCE DATA

- **Patient preferences should be incorporated into shared decision making models of clinical medicine and patient-friendly drug labels**
- **Preferences may help decide novel regulatory endpoints for clinical trials when overall survival differences between drugs may not be large**