



confidential

# Novartis Prostate Cancer Patient Survey Japan

Patient Insights Project

17-02-2025 Localized vs advanced disease





# Online-Campaign

Overview of the most important key figures



7,5 weeks (26.09.-18.11.2024)



Age 70 (average + median)

319.622 Ad-Clicks

22.105 Surveys started (100%)

4.936 Completed surveys† (22,3%)

1.860 Diagnosed with prostate cancer (37,7%)

1.441 Cancer limited to prostate gland (77,5% of diagnosed with PCA)

337 Advanced/Metastasized (18,1% of diagnosed with PCA)

82 Don't know about their stage of cancer (4,4% of diagnosed with PCA)

## Definition „Completer“:

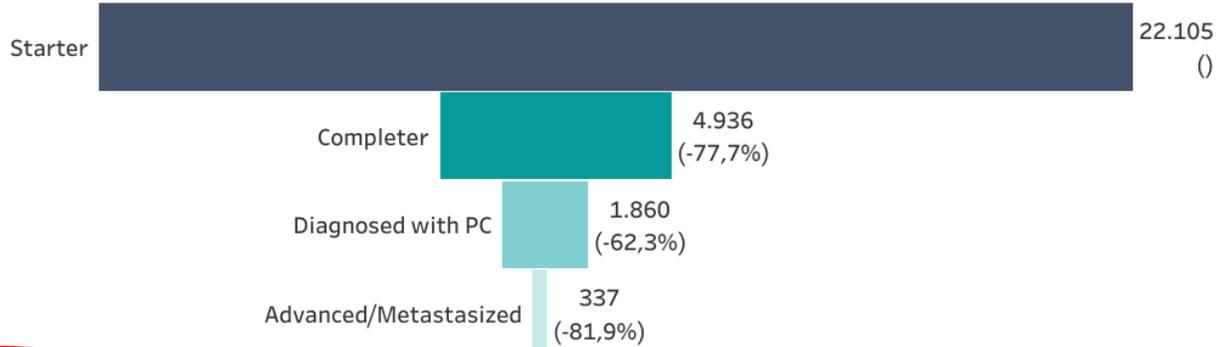
A participant, who reached a pre-defined endpage (either „you are not eligible“ or „thank you for completing the survey“)



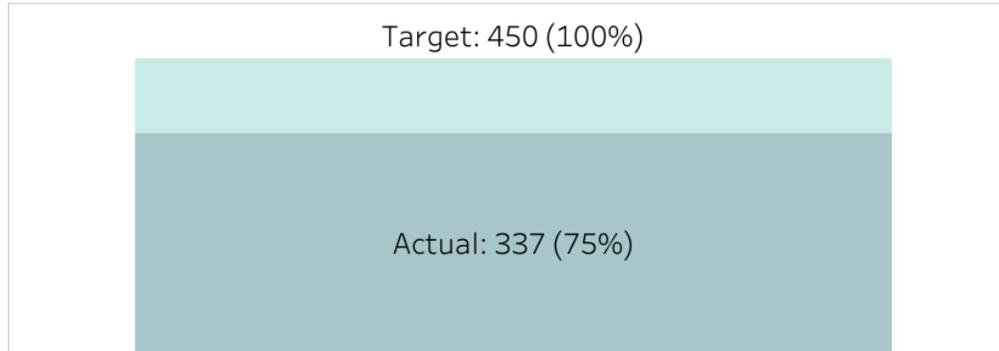
† In total, 10 surveys (0,5%) have been completed by caregivers on behalf of the patients.

- 49,3% of all completed surveys via Yahoo Japan Display Ads, 33,6% via Facebook Ads.
- 53 Patients came through Patient Organisations

## Survey Funnel - Patients (n=22.105)

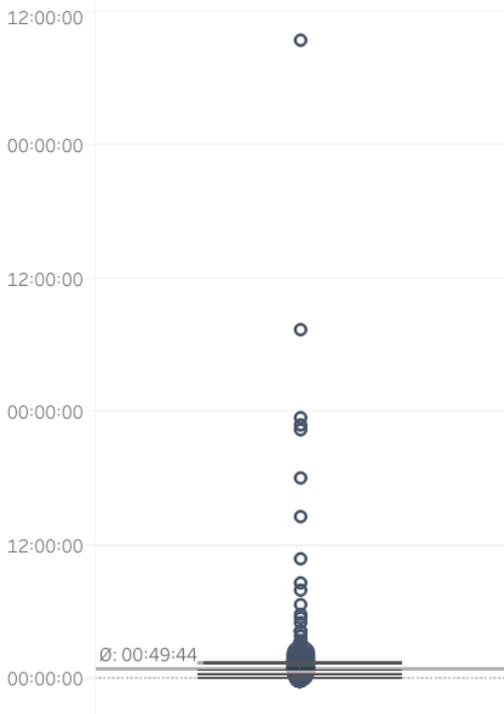


## TC Actual vs. Target



## Funnel Step: Diagnosed with PC

## Interviewtime: Diagnosed with PC (n=1.860)

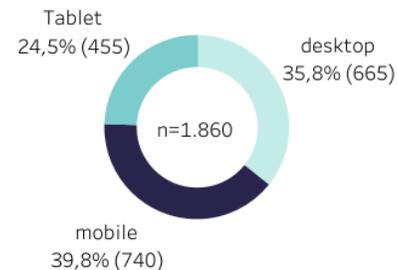


## Responses over Time: Diagnosed with PC (n=1.860)

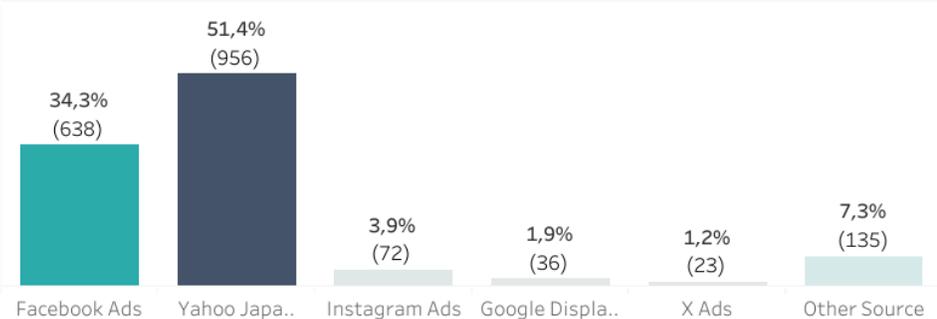


## Device Type: Diagnosed with PC (n=1.860)

(based on everyone who has answered the first question group)

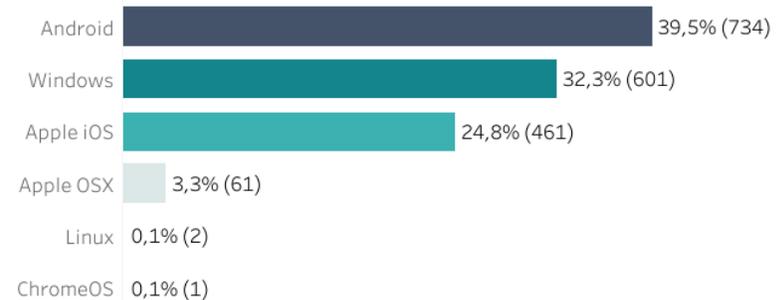


## Advertising Source: Diagnosed with PC (n=1.860)



## Operation System: Diagnosed with PC (n=1.860)

(based on everyone who has answered the first question group)



## Patient survey data

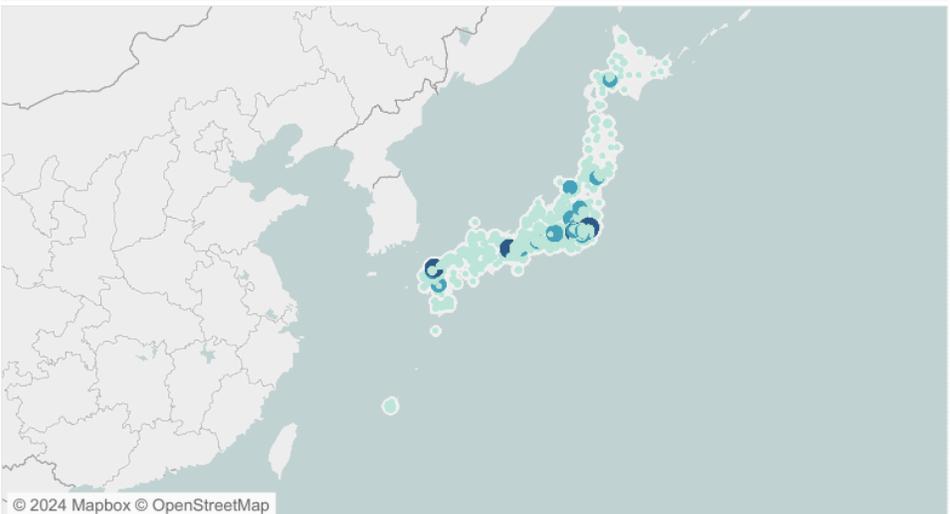
The following slides show the data split by

- PCA limited to prostate gland
- advanced disease

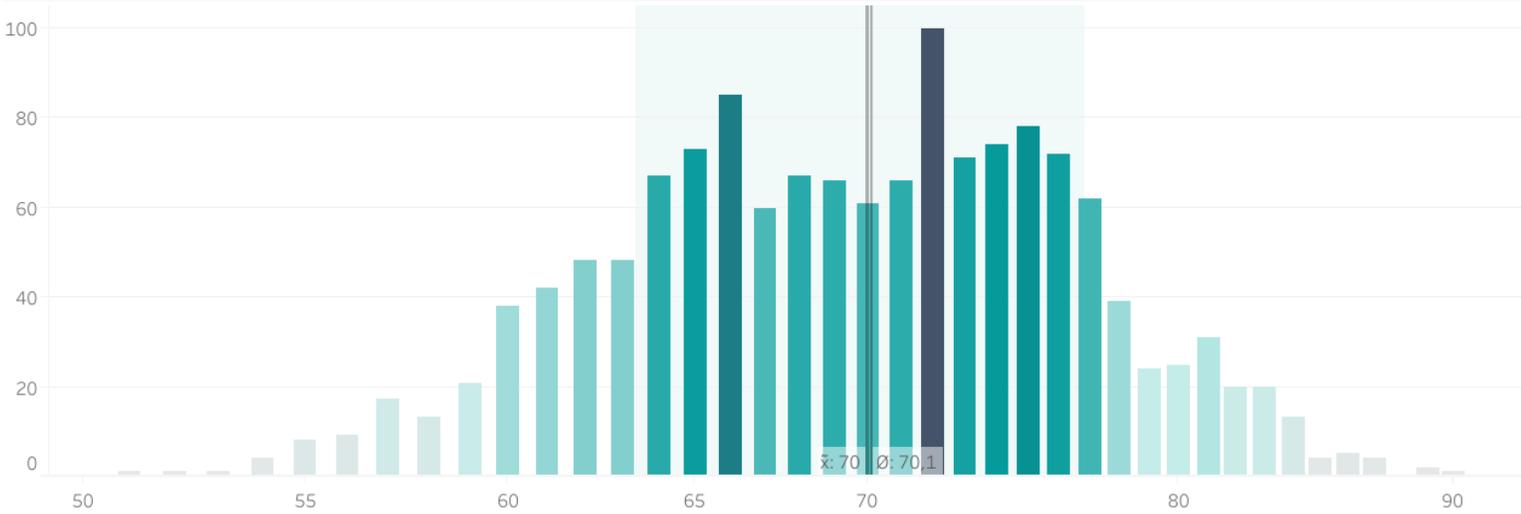
**Cancer Status**  
No, the cancer is limited to my prostate gland, without local or distant spread

**Source**  
Alle

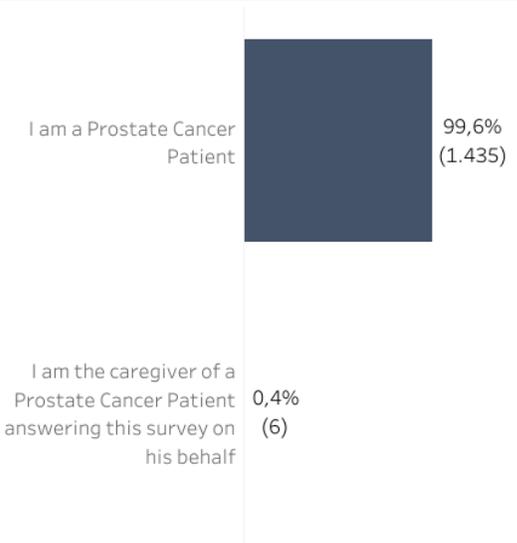
**Location (n=1.441)**



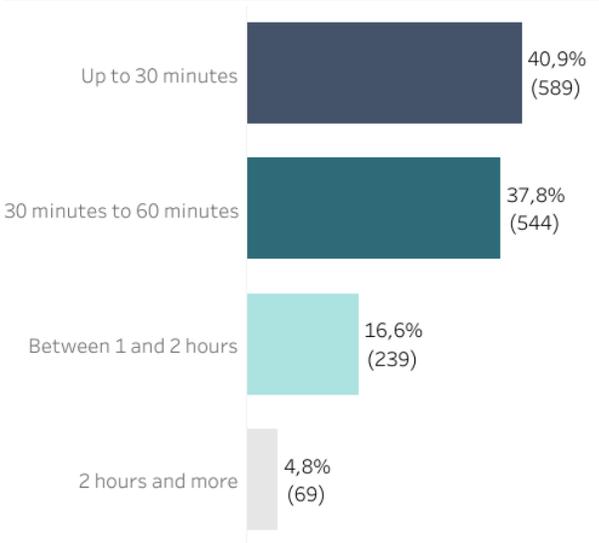
**Age (n=1.441)**



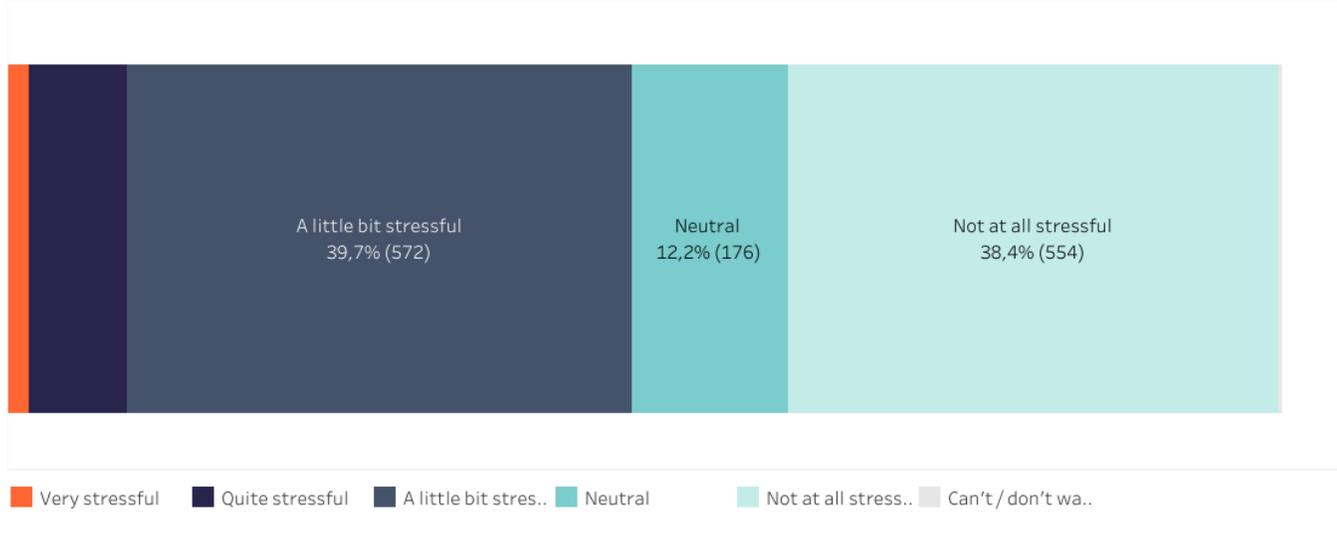
**Support to fill out the Survey (n=1.441)**



**Travel Time to Treatment Facility (n=1.441)**



**Travel Burden (n=1.441)**



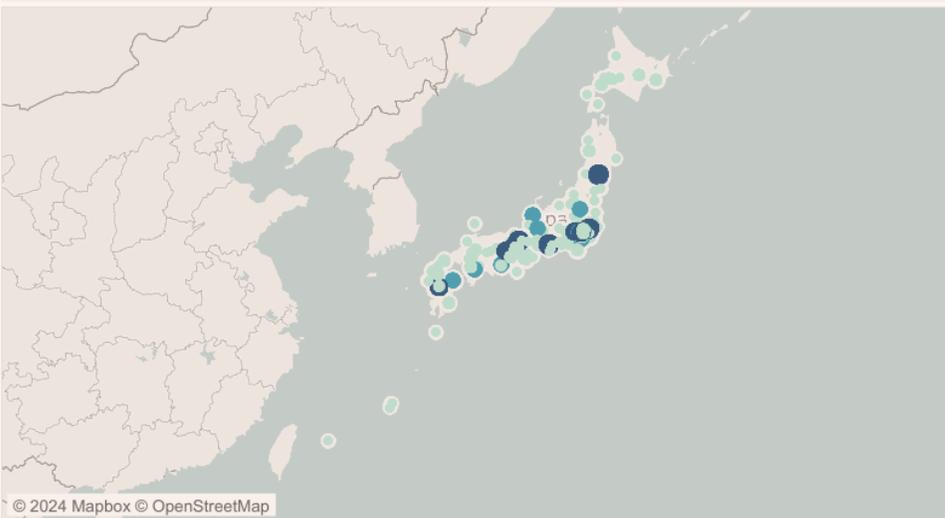
Cancer Status

Advanced status

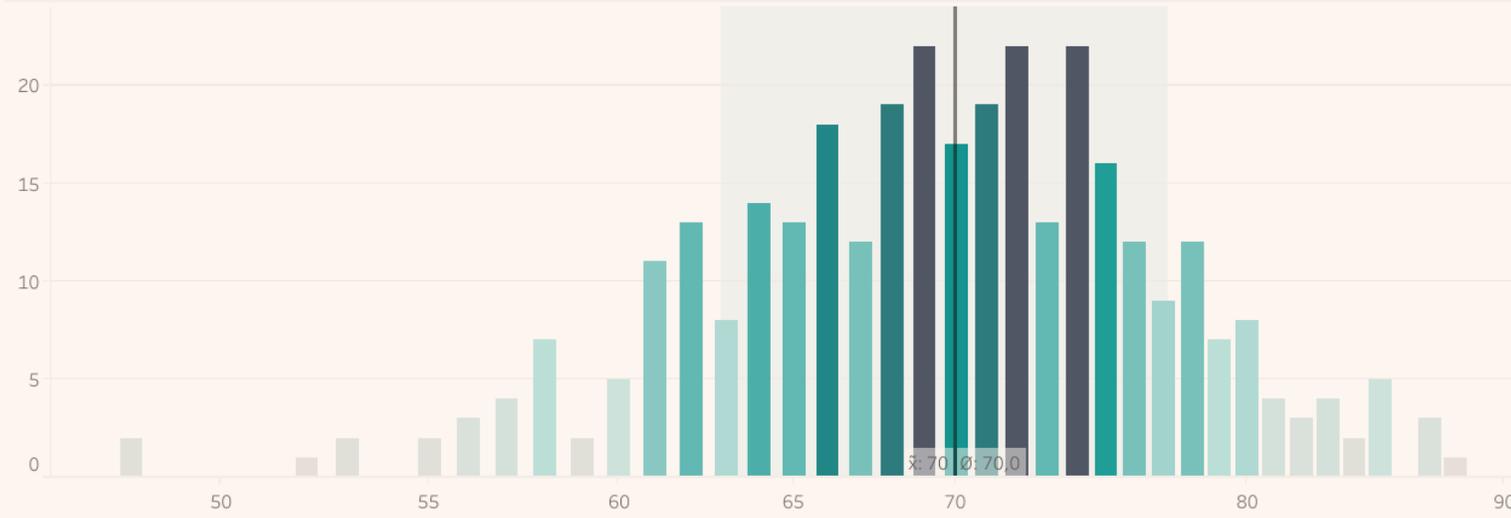
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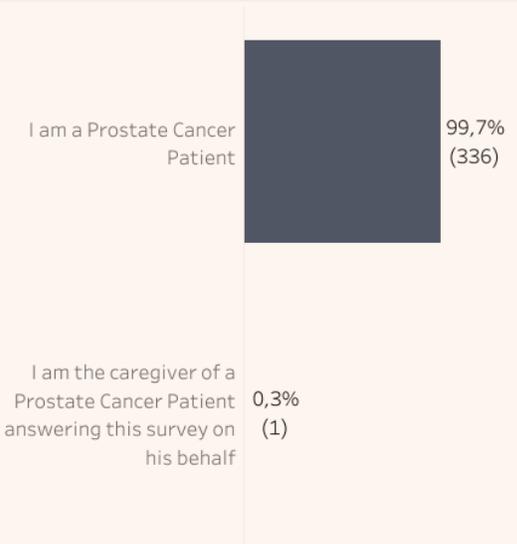
Location (n=337)



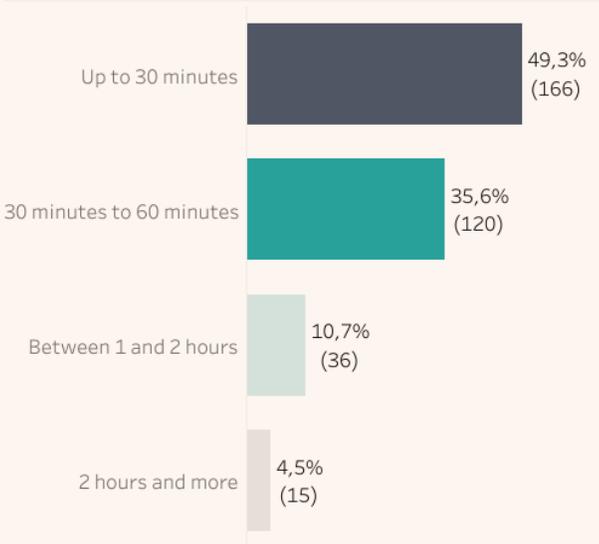
Age (n=337)



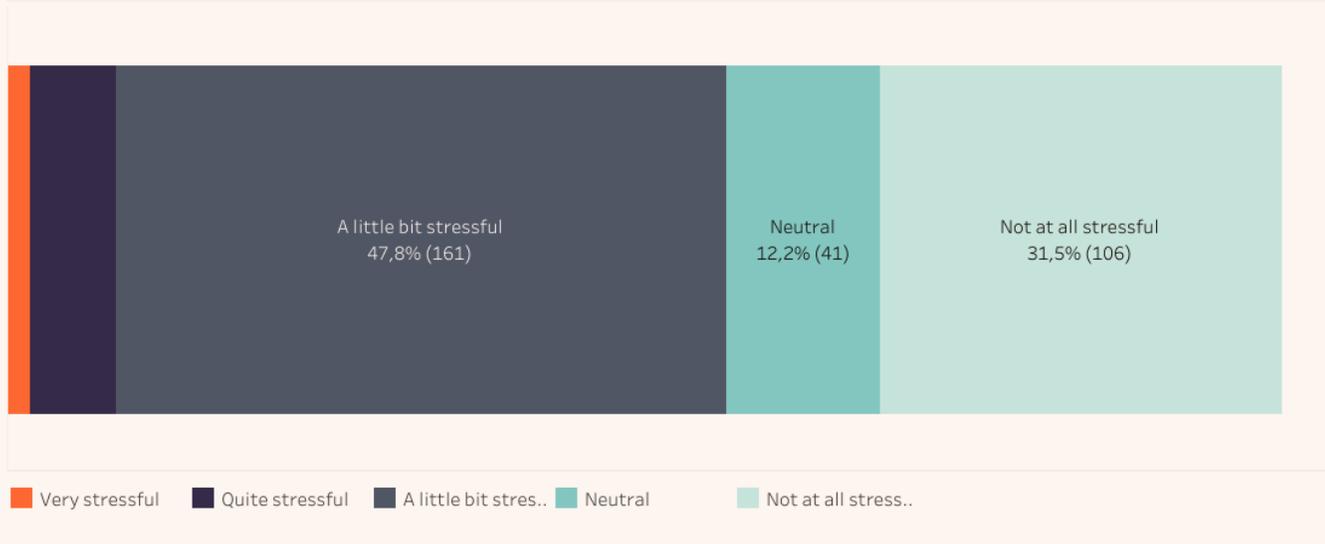
Support to fill out the Survey (n=337)



Travel Time to Treatment Facility (n=337)



Travel Burden (n=337)

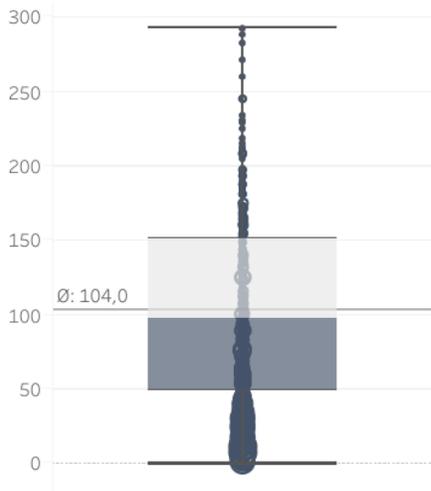


Very stressful    Quite stressful    A little bit stres..    Neutral    Not at all stress..

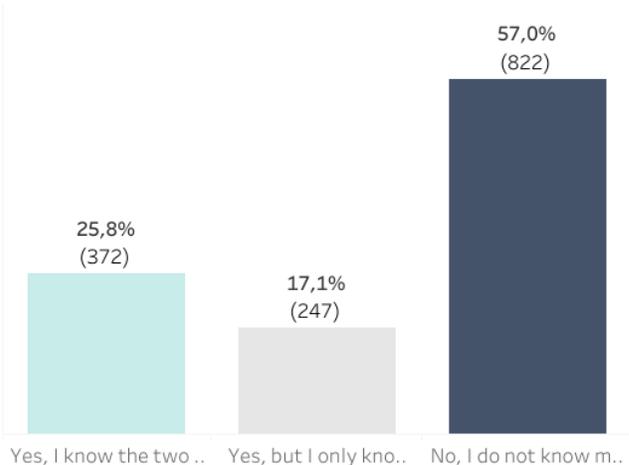
**Cancer Status**  
No, the cancer is limited to my prostate gland, without local or distant spread

**Source**  
Alle

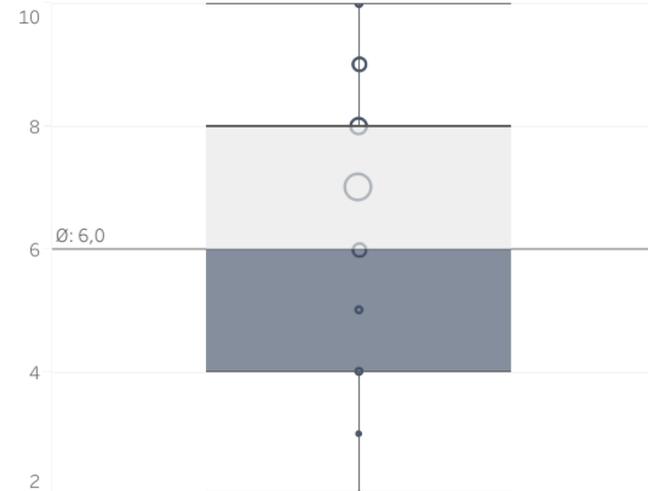
**Month since Diagnosis (n=1.433)**



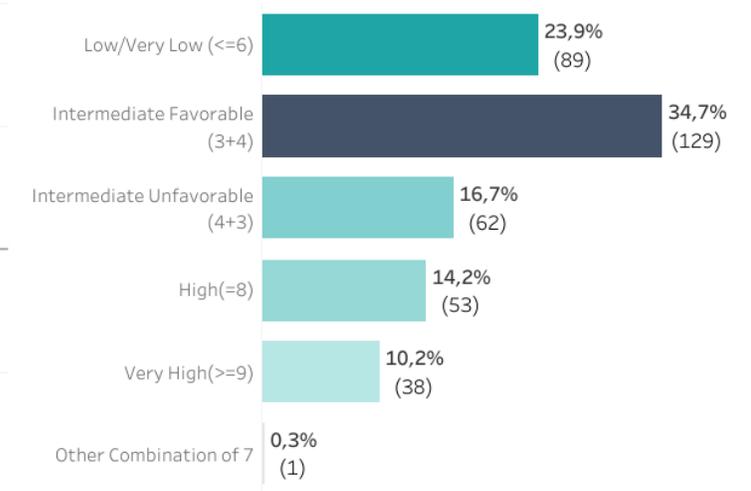
**Gleason Score Knowledge (n=1.441)**



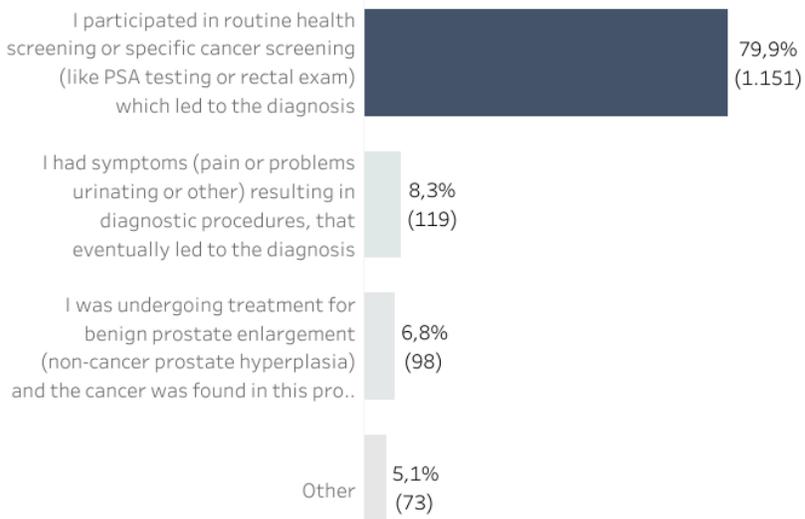
**Gleason Score (n=619)**



**Gleason Risk Groups (n=372)**



**Mode of Diagnosis (n=1.441)**



**Cancer Stage (n=1.441)**

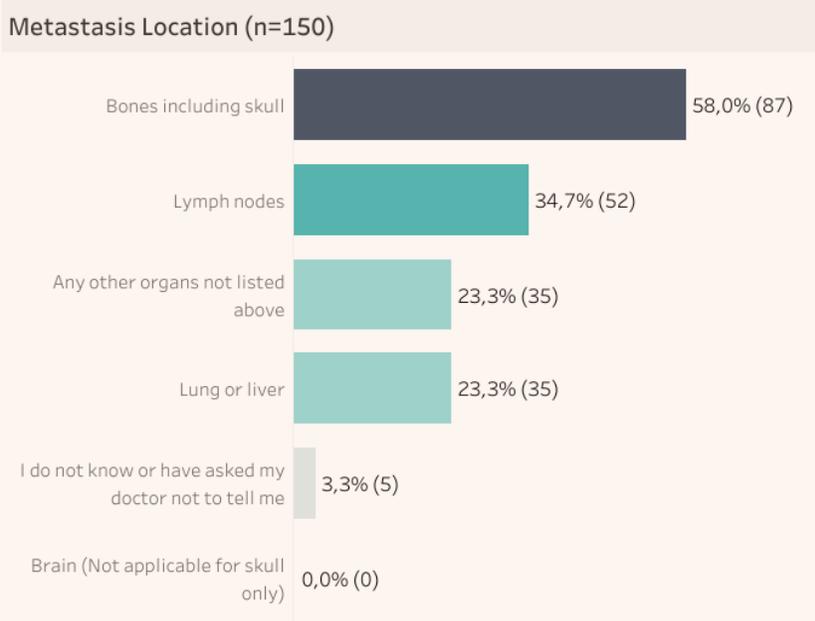
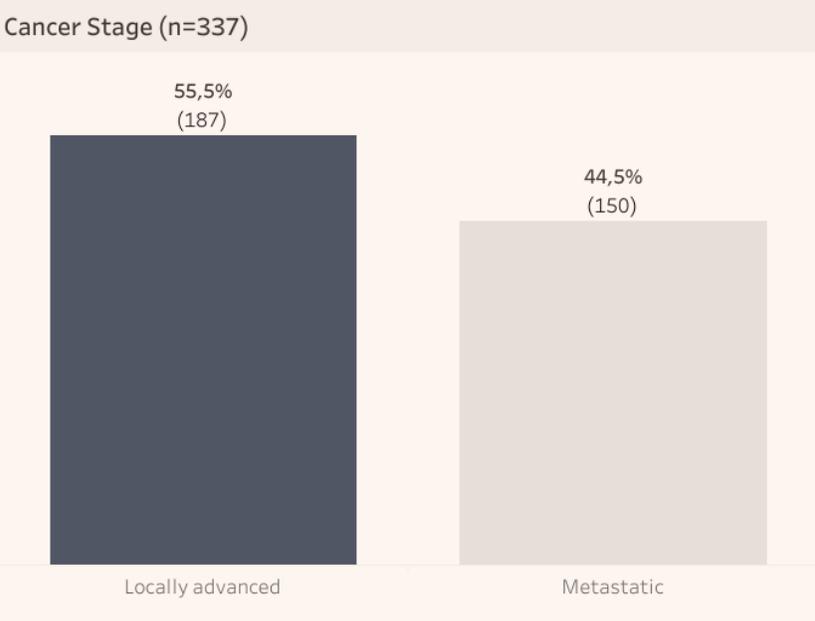
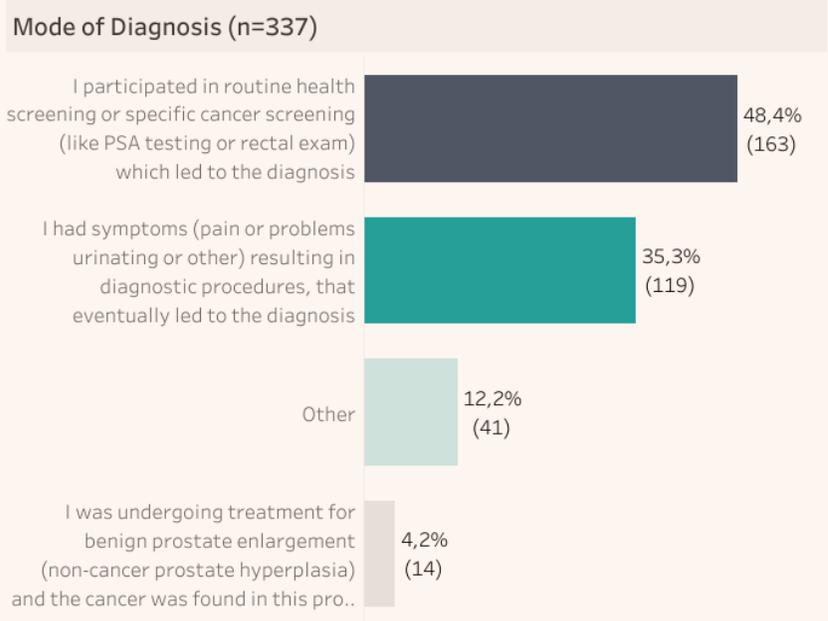
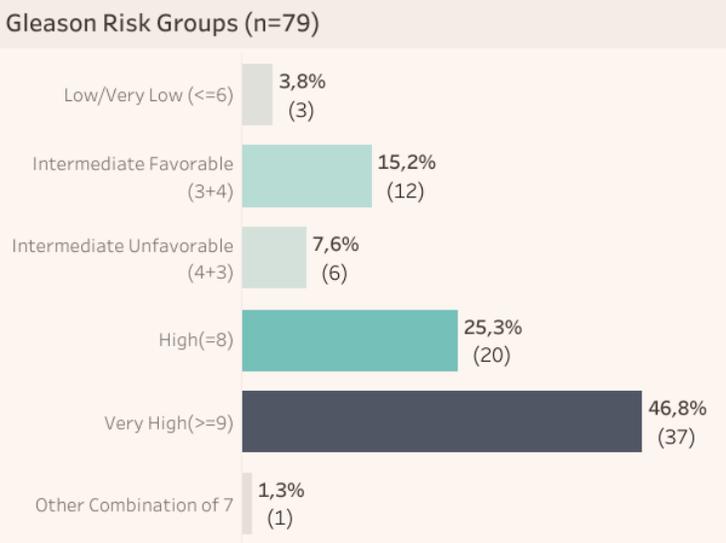
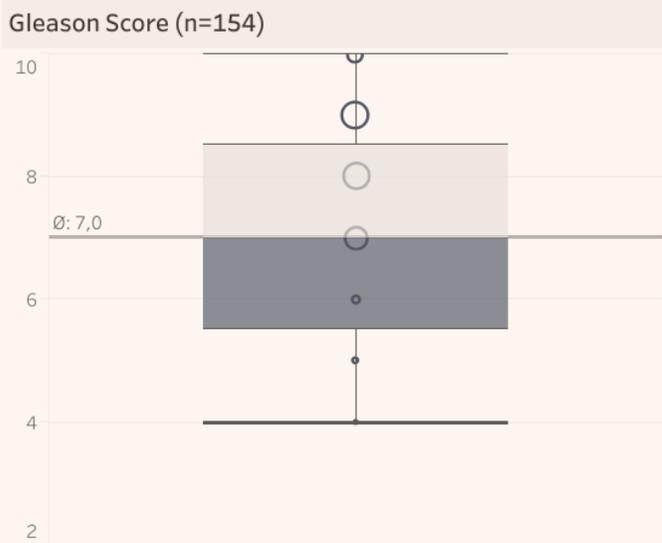
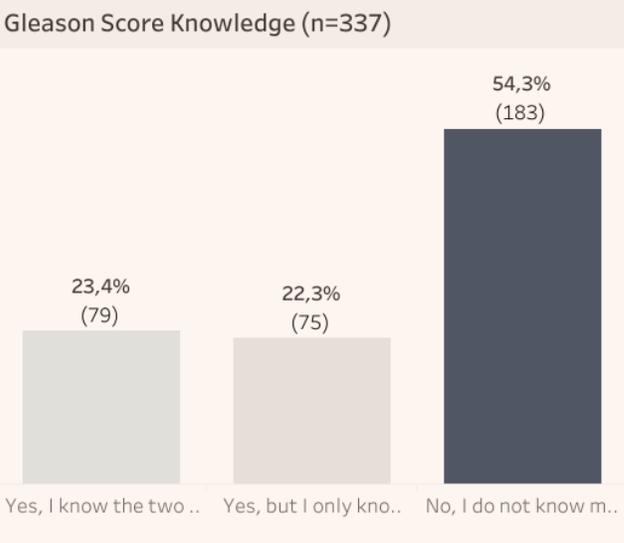
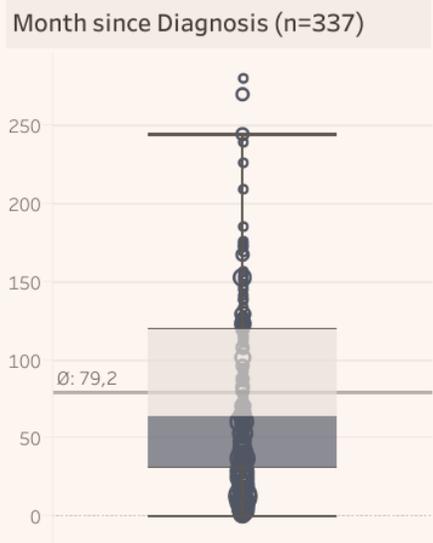


**Metastasis Location (n=Keine)**



Cancer Status: **Advanced status** (circled)

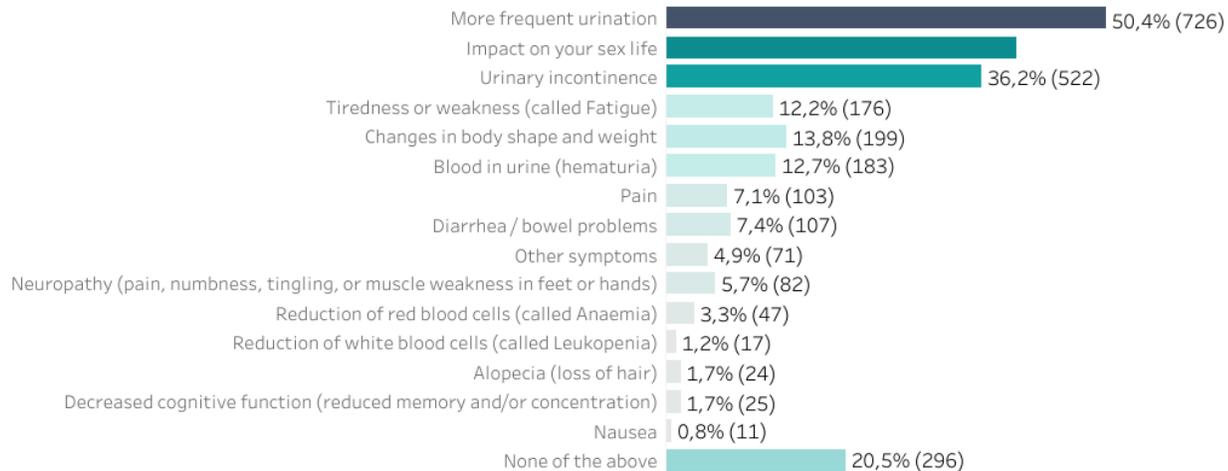
Source: Alle



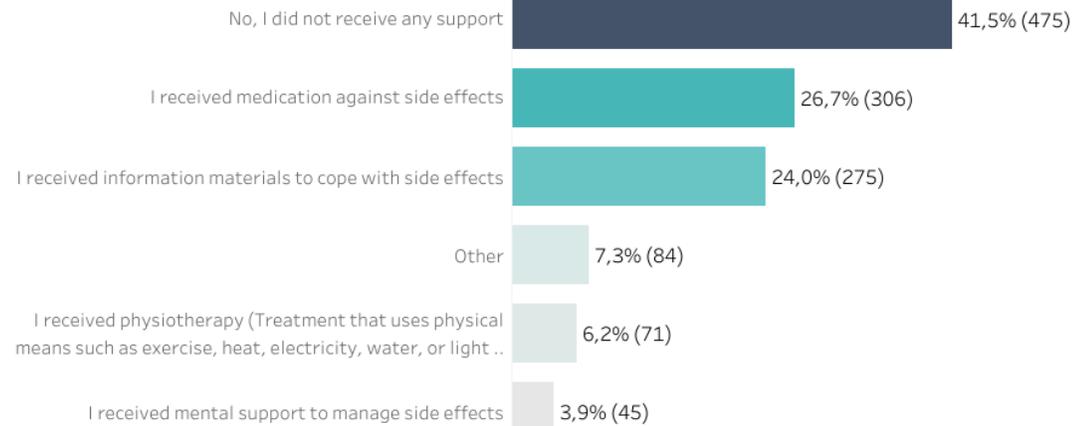
Cancer\_Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

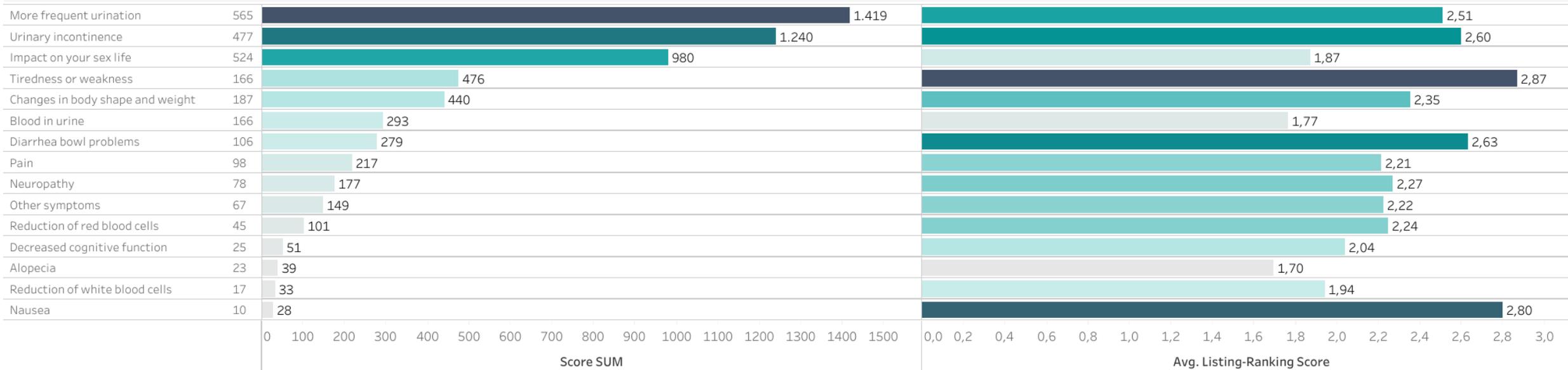
## Symptoms experienced (n=1.441)



## Support from Doctors & Nurses (n=1.145)



## Symptoms Impact on Quality of Life - # Listings, Ranking Score SUM and Score Average (n=827)

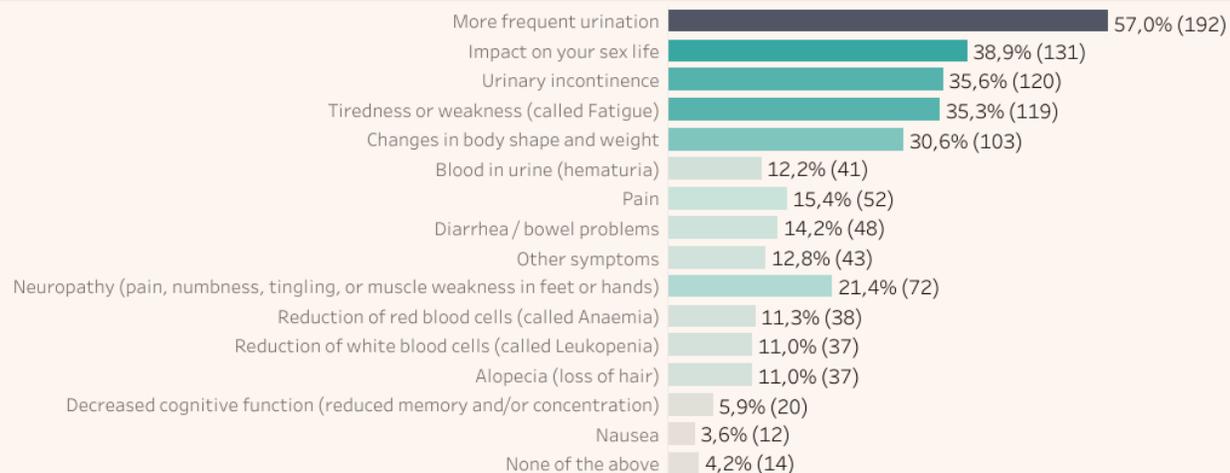


Cancer\_Stage

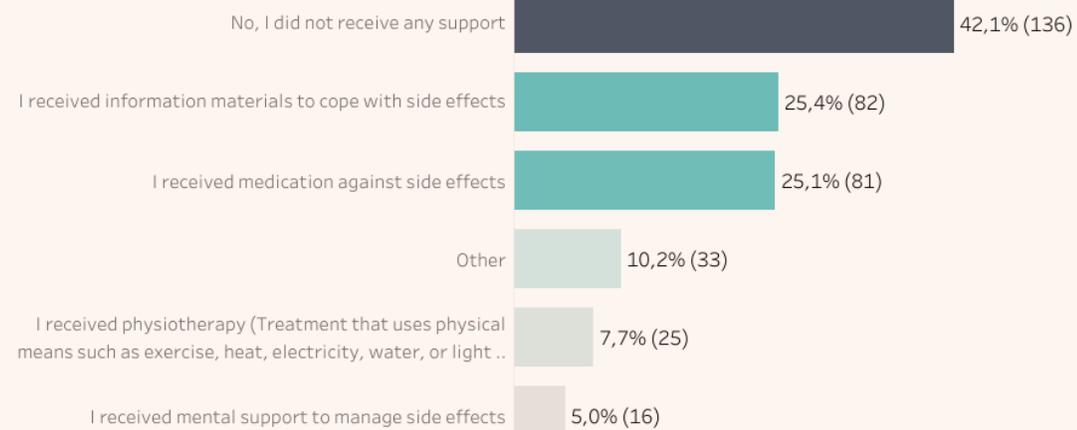
Advanced status

Source  
Alle

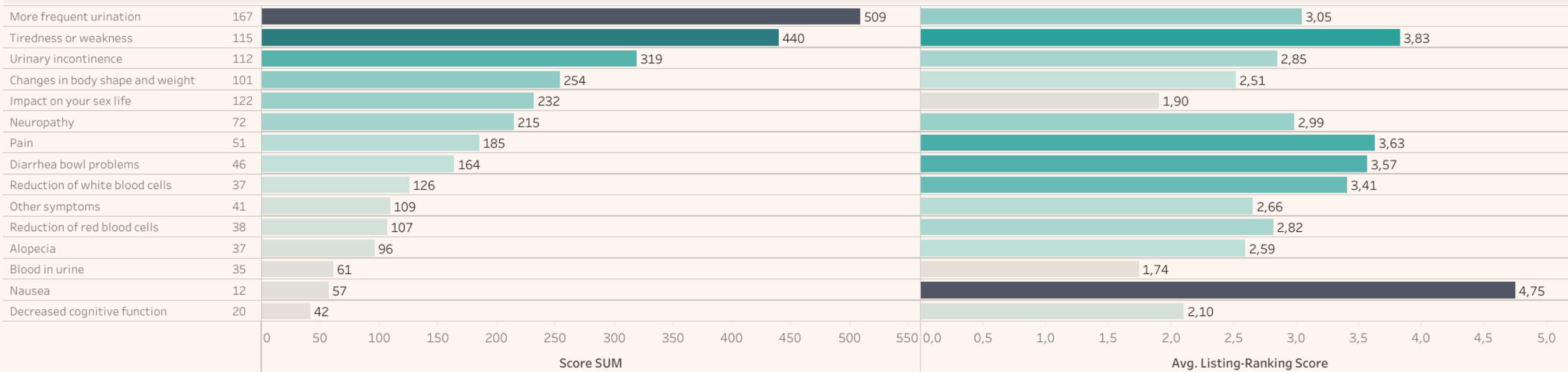
## Symptoms experienced (n=337)



## Support from Doctors & Nurses (n=323)



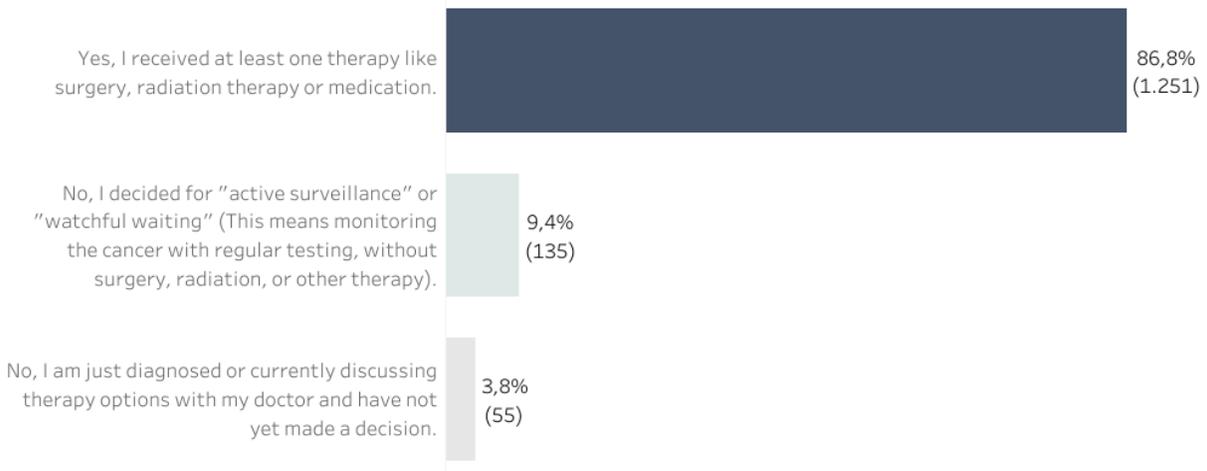
## Symptoms Impact on Quality of Life - # Listings, Ranking Score SUM and Score Average (n=264)



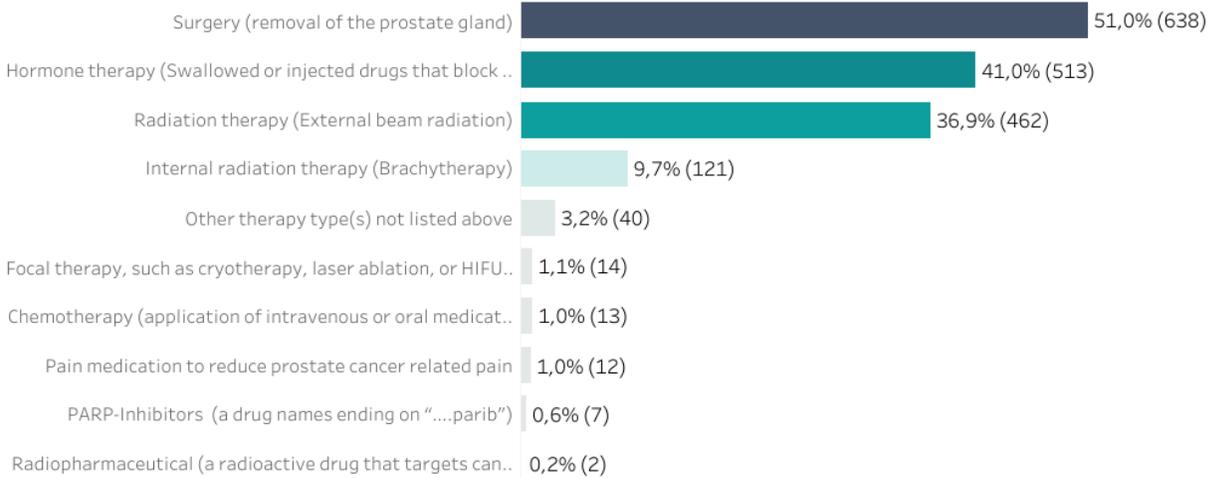
**Cancer Status**  
No, the cancer is limited to my prostate gland, without local or distant spread

**Source**  
Alle

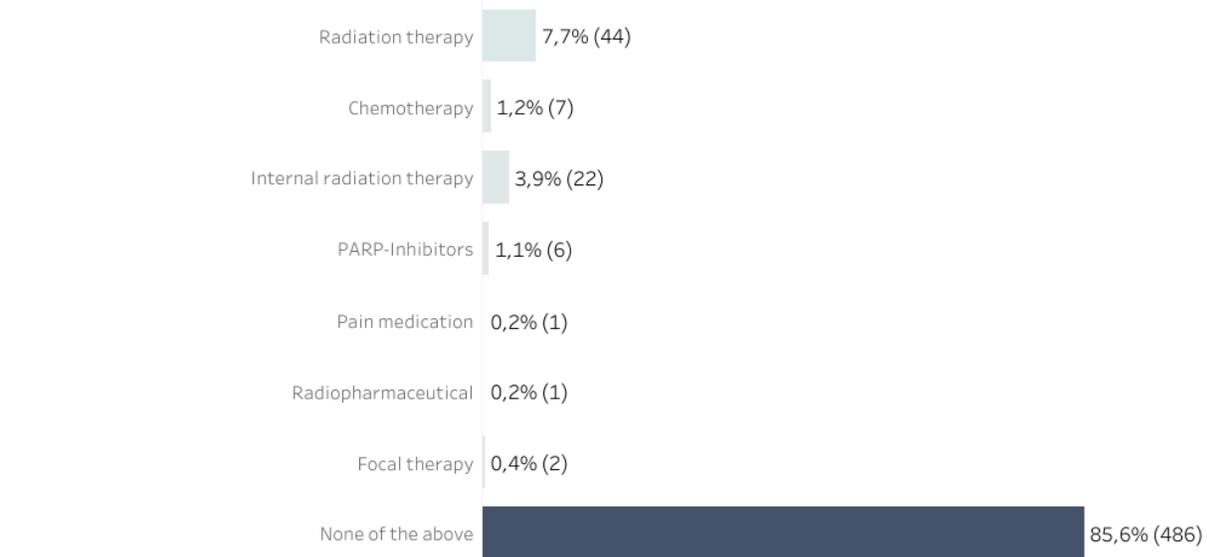
## Treated (n=1.441)



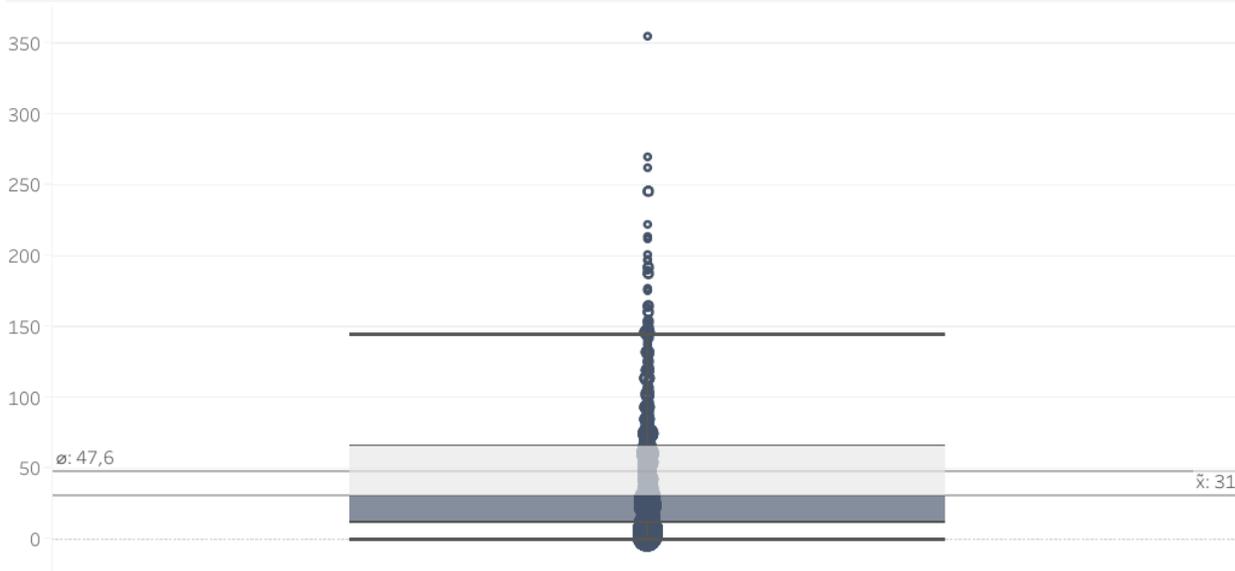
## Therapies (n=1.251)



## Ongoing Therapies (n=568)



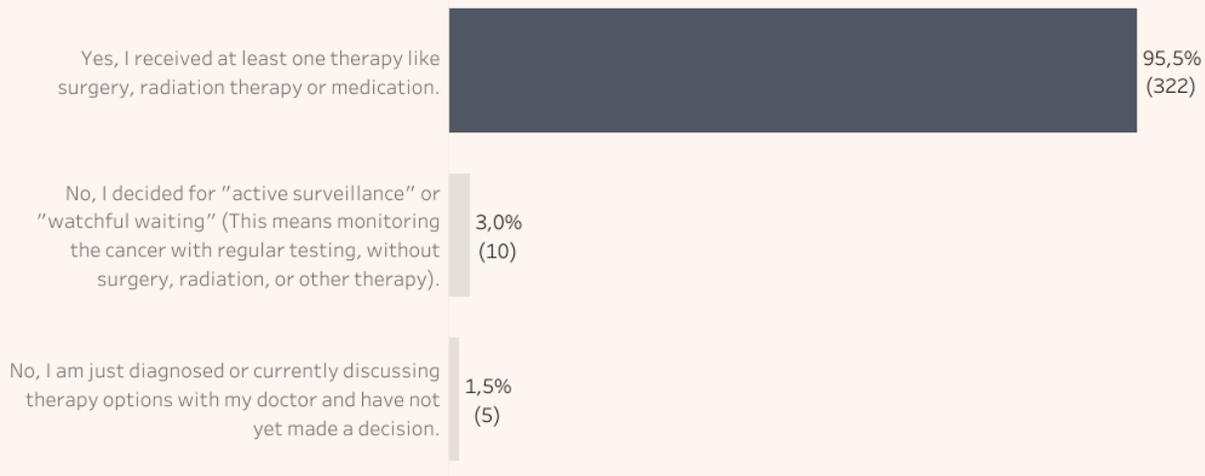
## Months since Surgery (n=636)



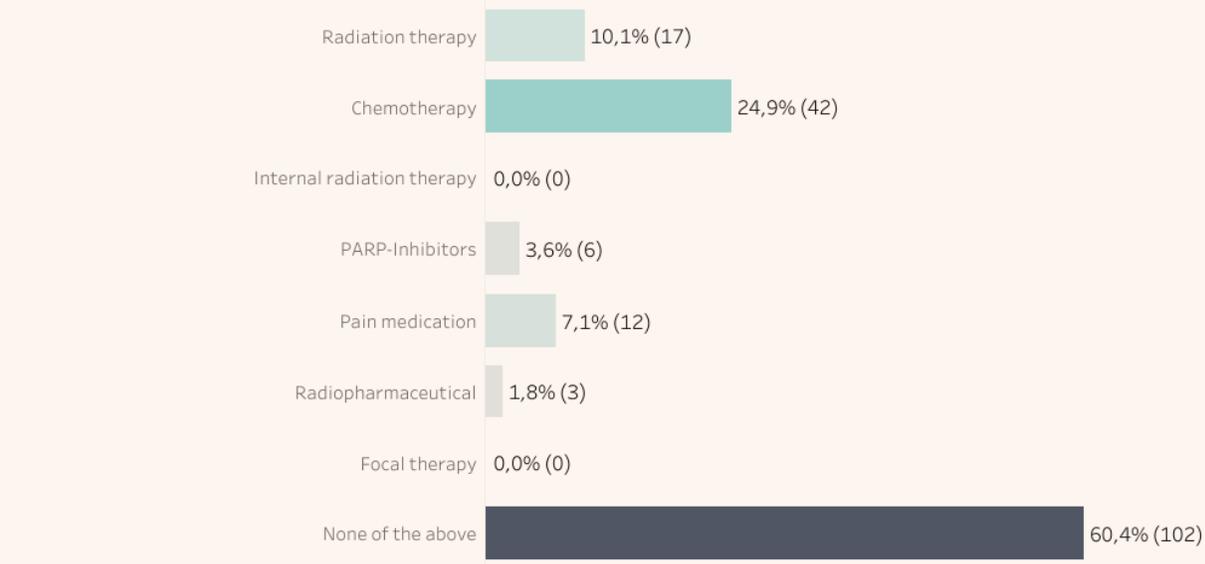
Cancer Status

Advanced status

Treated (n=337)

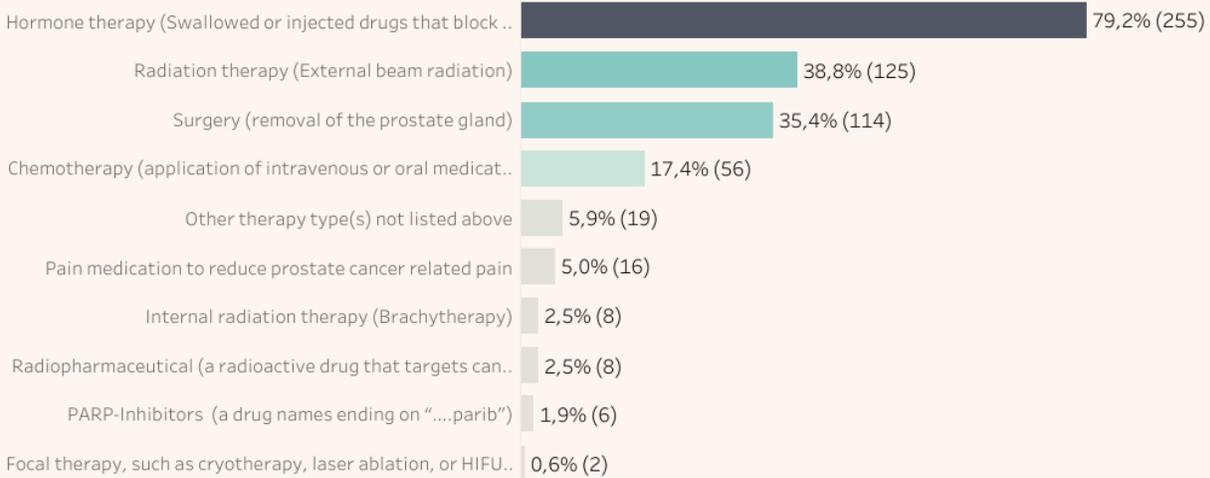


Ongoing Therapies (n=169)

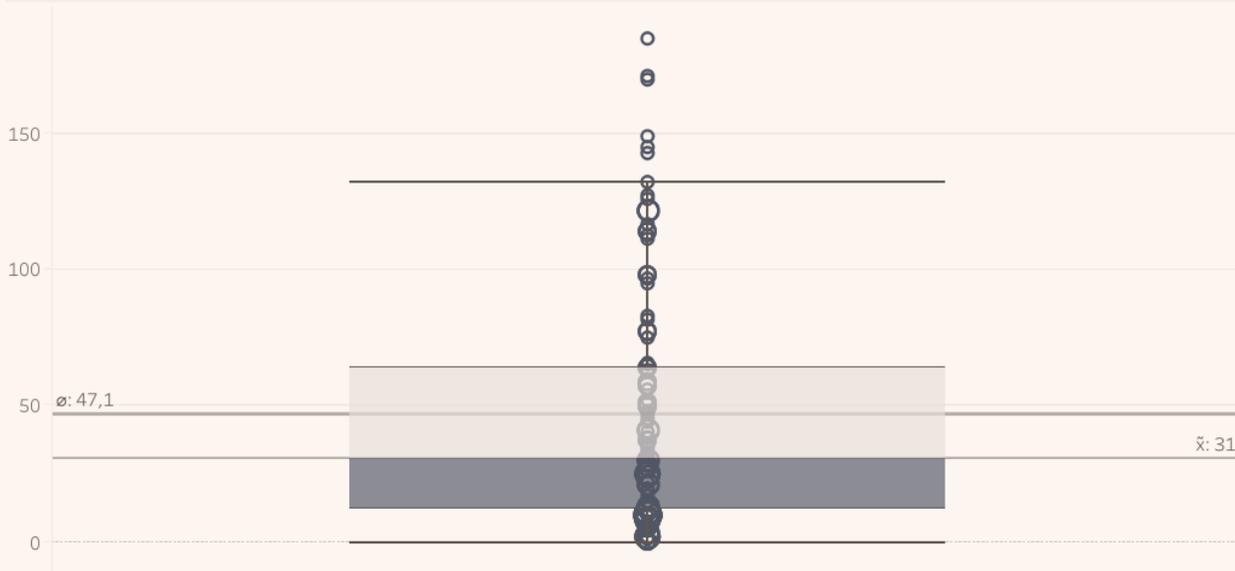


Source  
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Therapies (n=322)



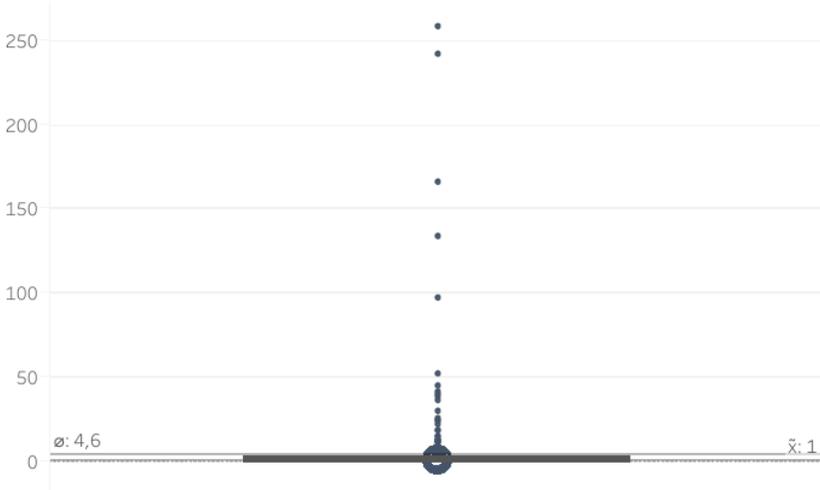
Months since Surgery (n=114)



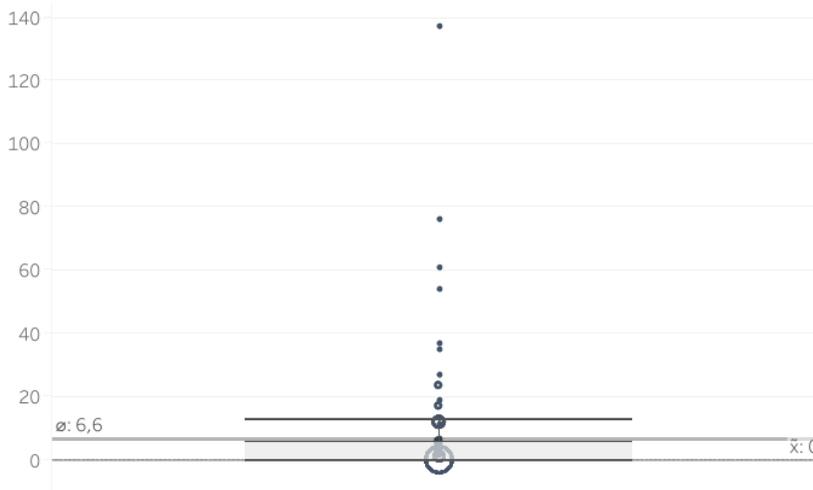
Cancer Status  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

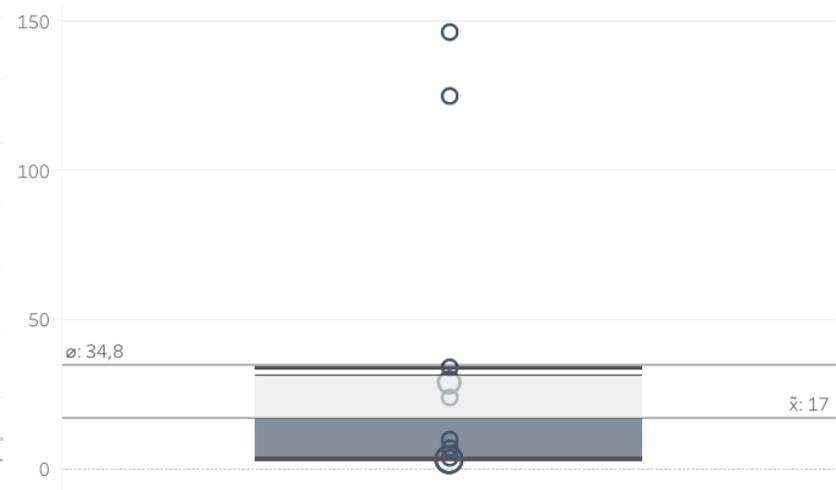
Radiation Months (n=437)



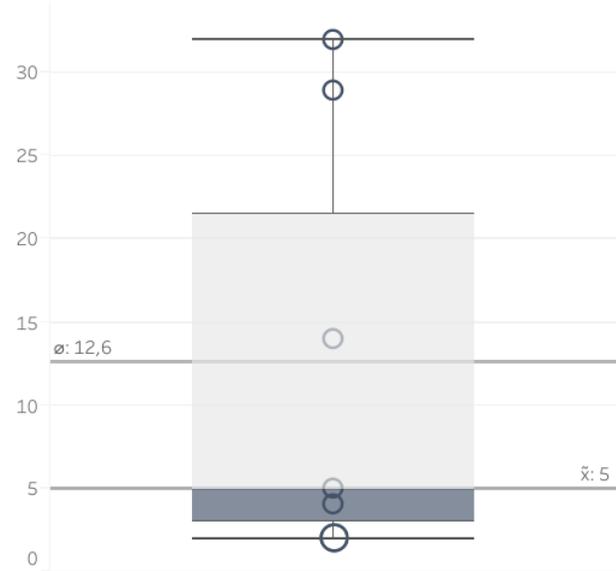
Internal Radiation Months (n=116)



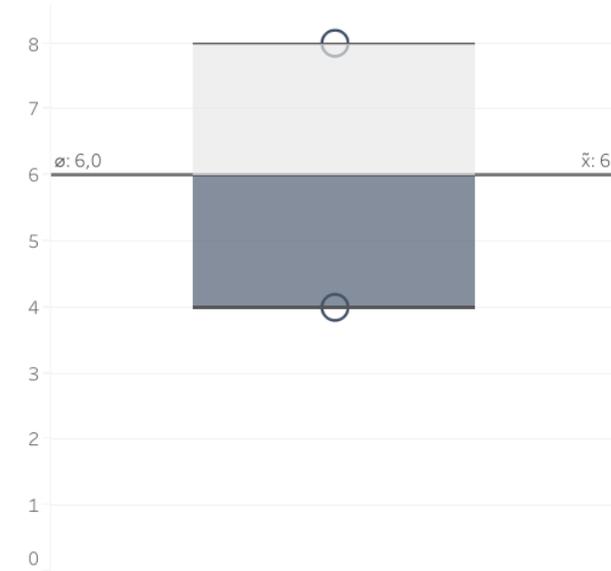
Chemotherapy Months (n=12)



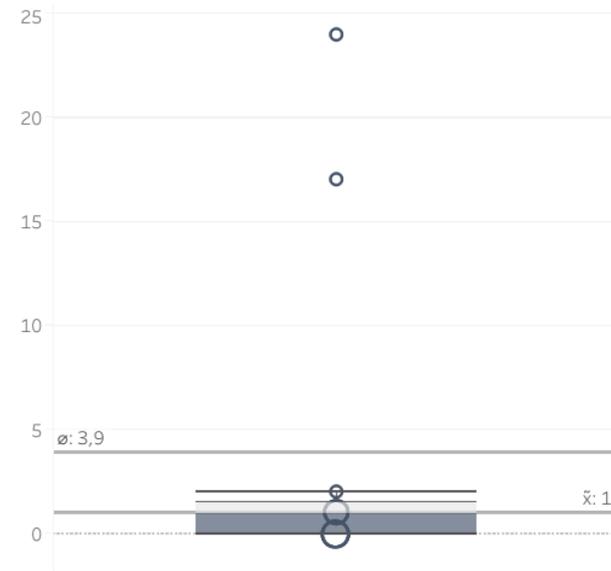
PARP-Inhibitor Months (n=7)



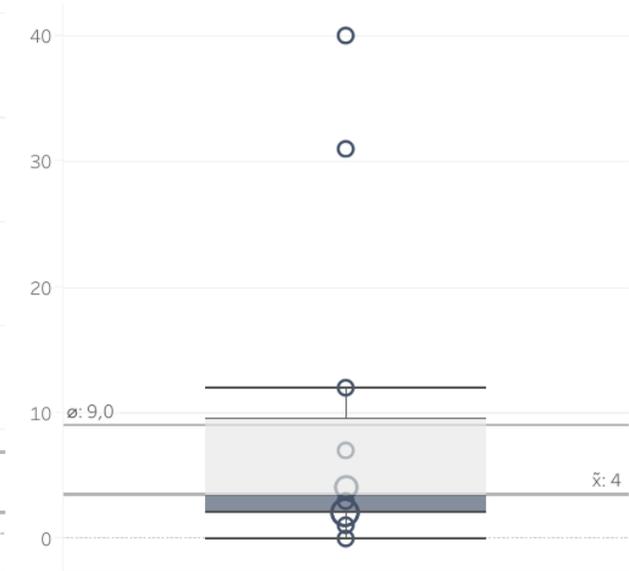
Radiopharmaceutical Months (n=2)



Focal Therapy Months (n=12)



Pain Medication Months (n=12)



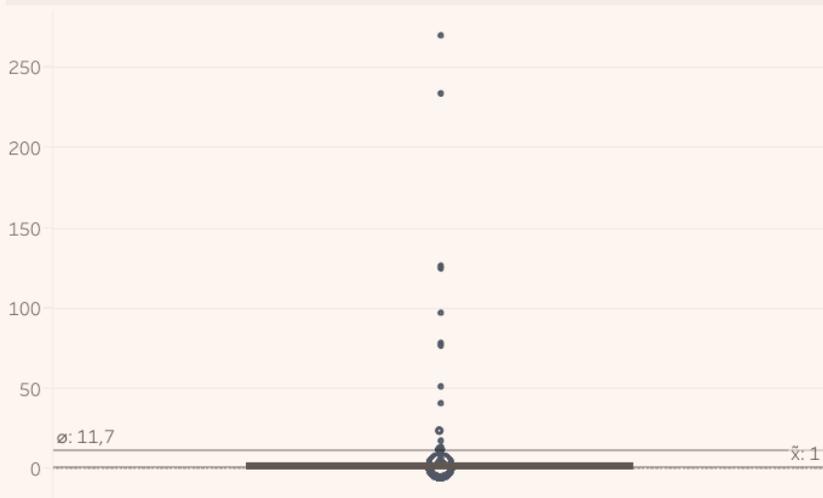
Cancer Status

Advanced status

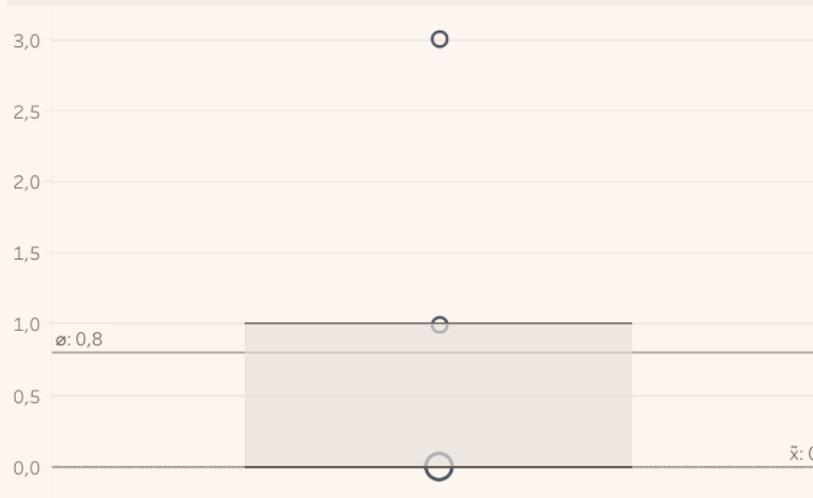
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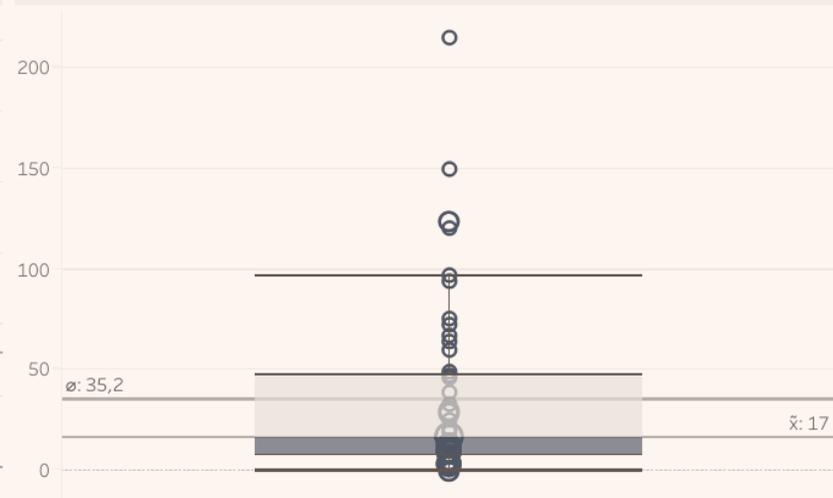
Radiation Months (n=119)



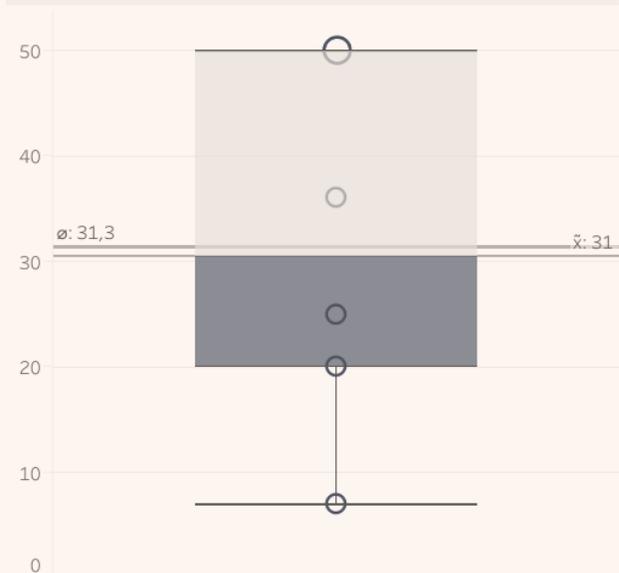
Internal Radiation Months (n=5)



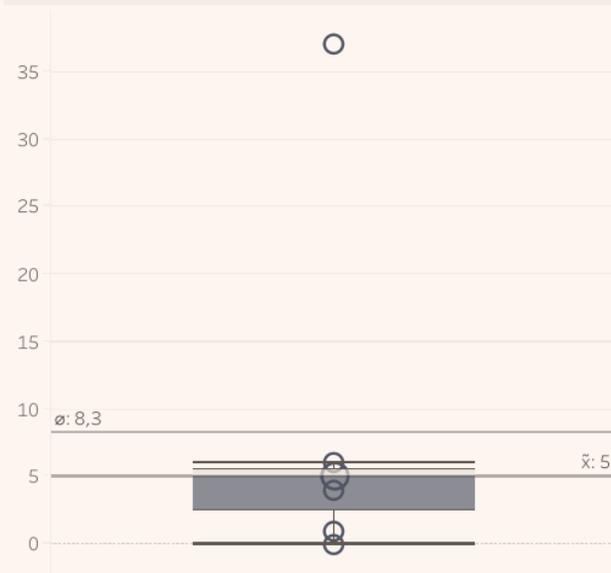
Chemotherapy Months (n=54)



PARP-Inhibitor Months (n=6)



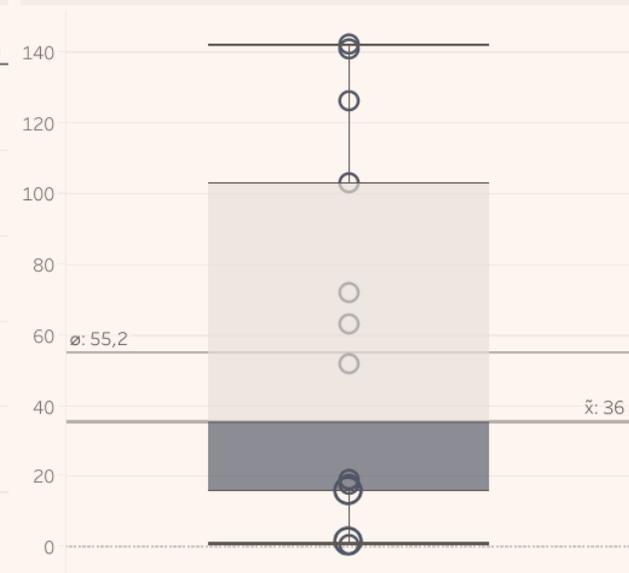
Radiopharmaceutical Months (n=7)



Focal Therapy Months (n=1)



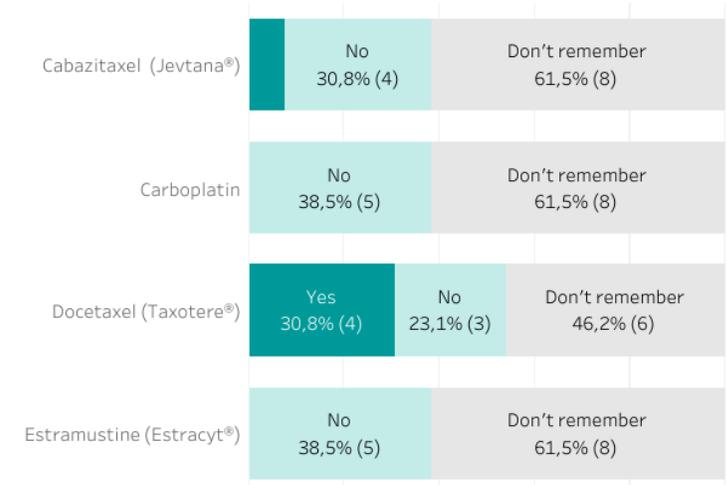
Pain Medication Months (n=14)



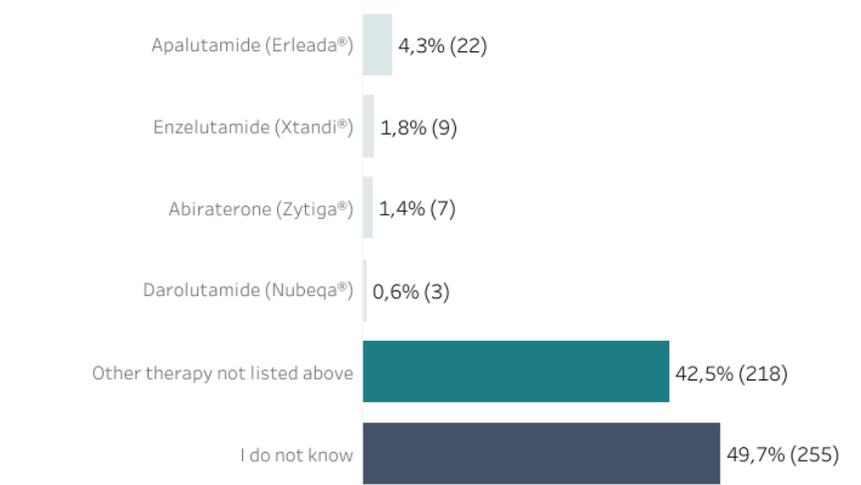
Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

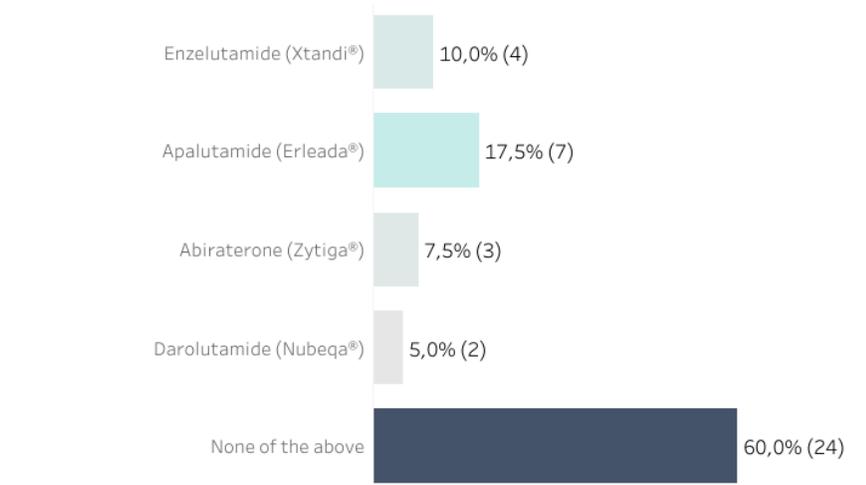
### Chemotherapies received (n=13)



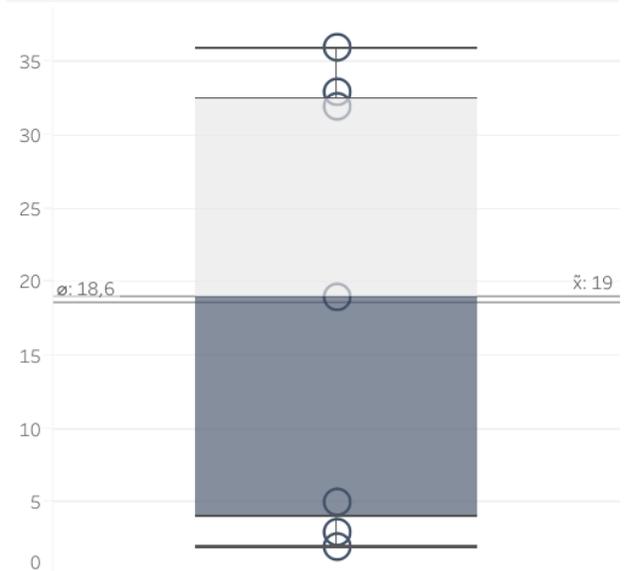
### Hormone Therapies received (n=513)



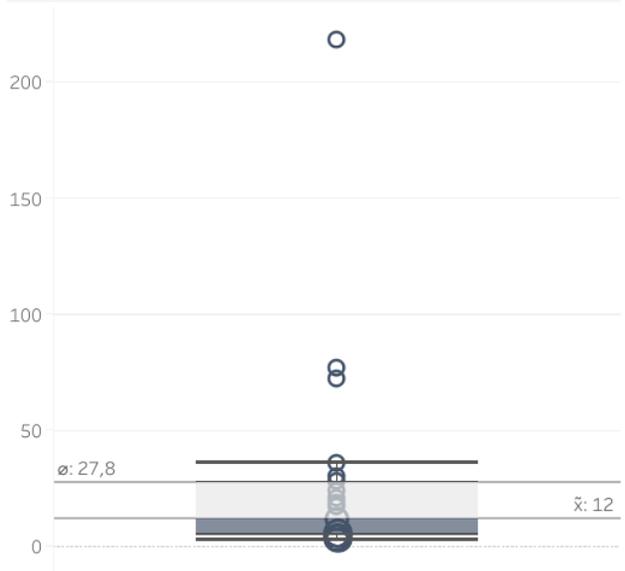
### Hormone Therapies ongoing (n=40)



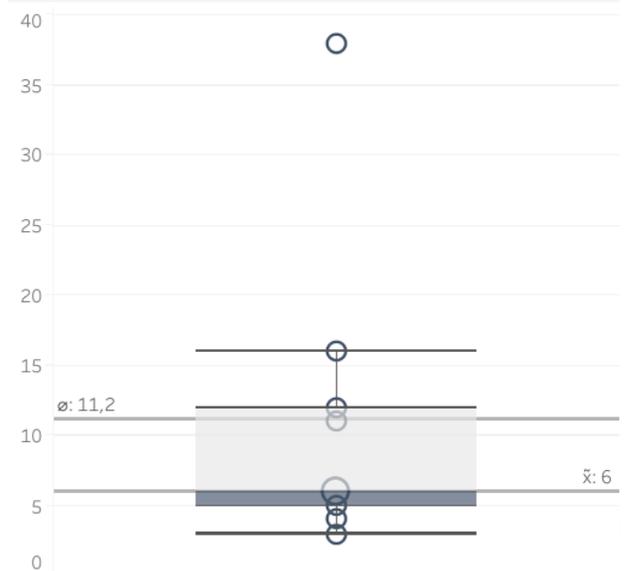
### Abiraterone Months (n=7)



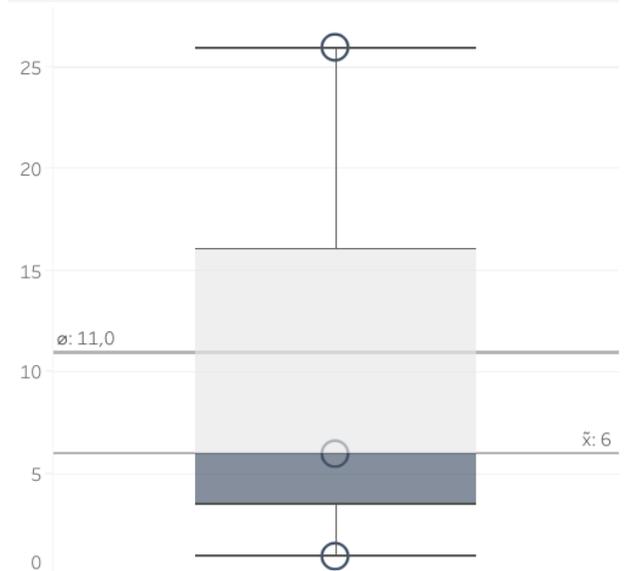
### Apalutamide Months (n=22)



### Enzelutamide Months (n=9)



### Darolutamide Months (n=3)

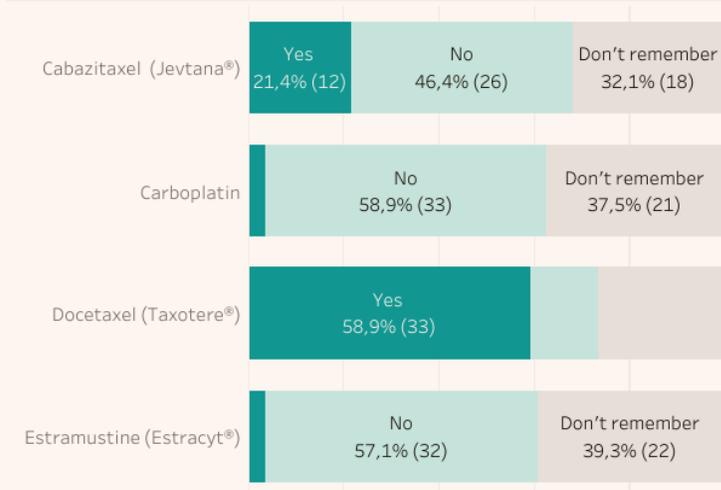


Cancer Stage

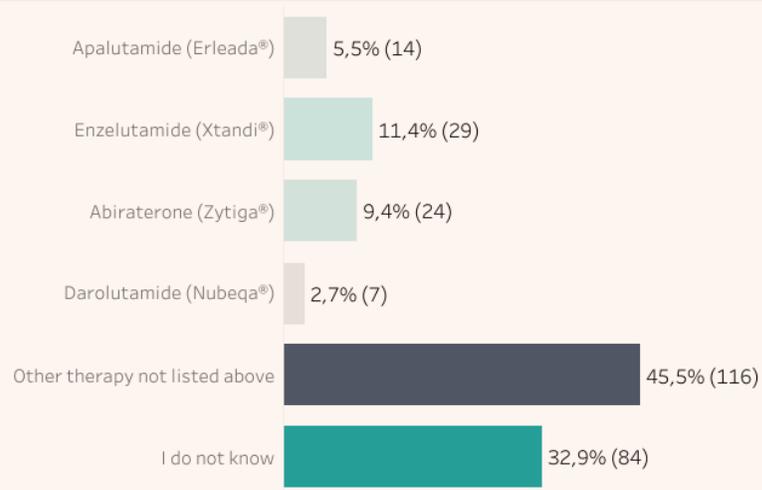
Advanced status

Source  
Alle

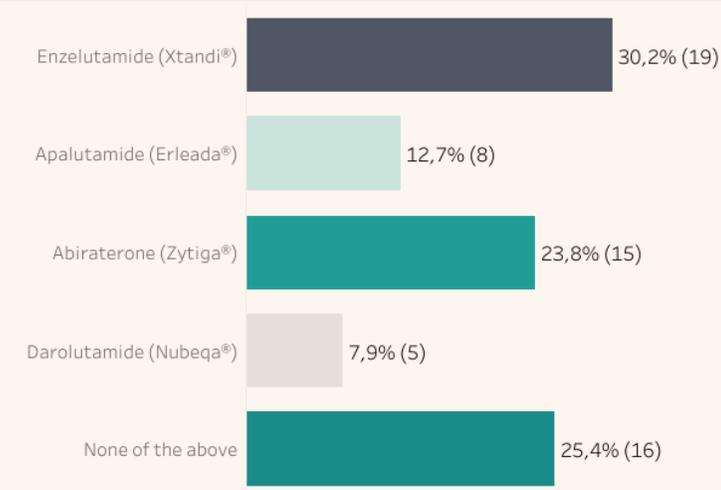
### Chemotherapies received (n=56)



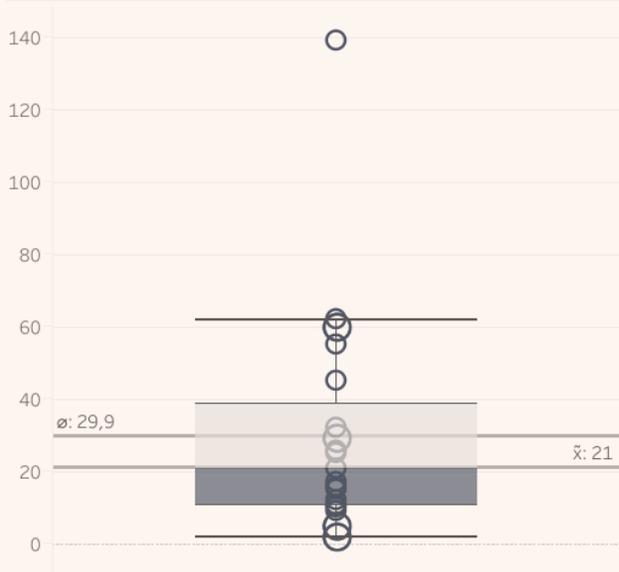
### Hormone Therapies received (n=255)



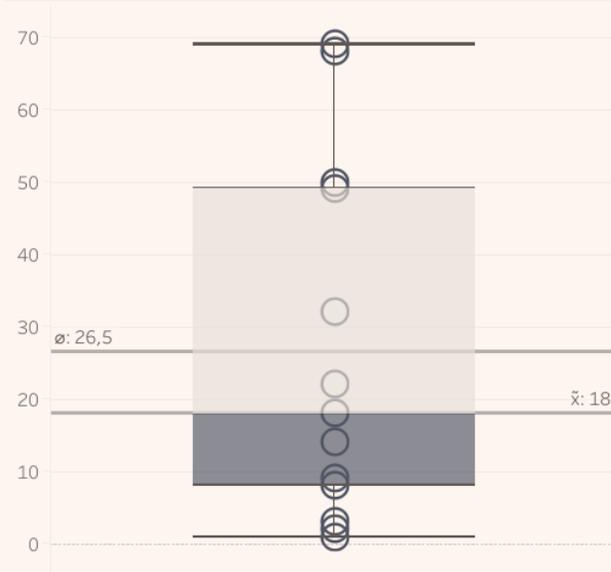
### Hormone Therapies ongoing (n=63)



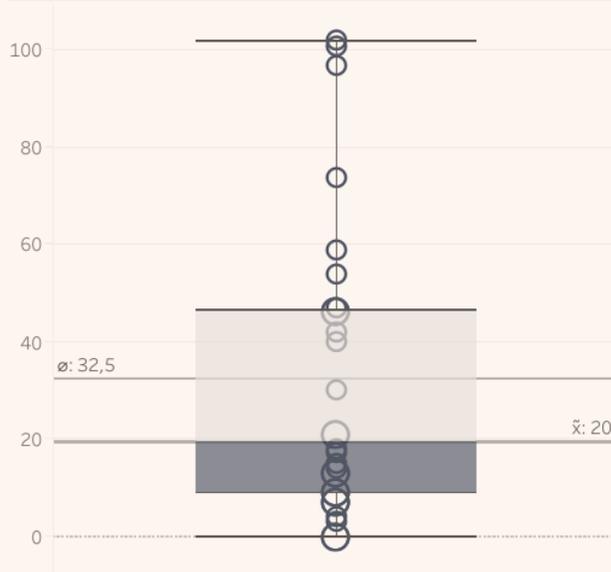
### Abiraterone Months (n=23)



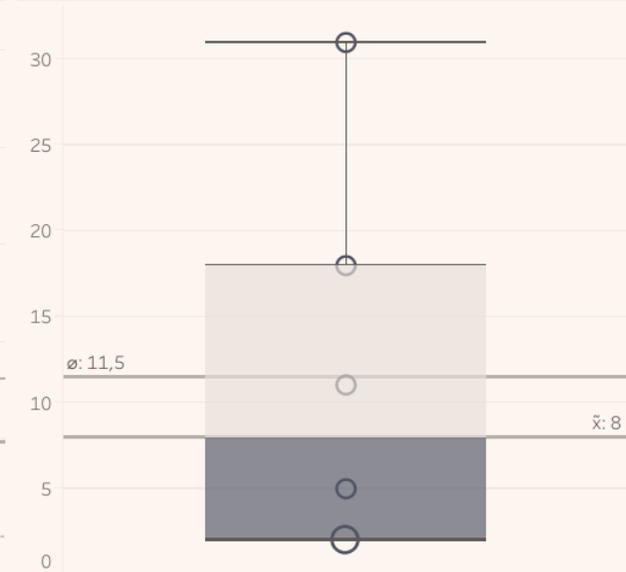
### Apalutamide Months (n=13)



### Enzelutamide Months (n=28)



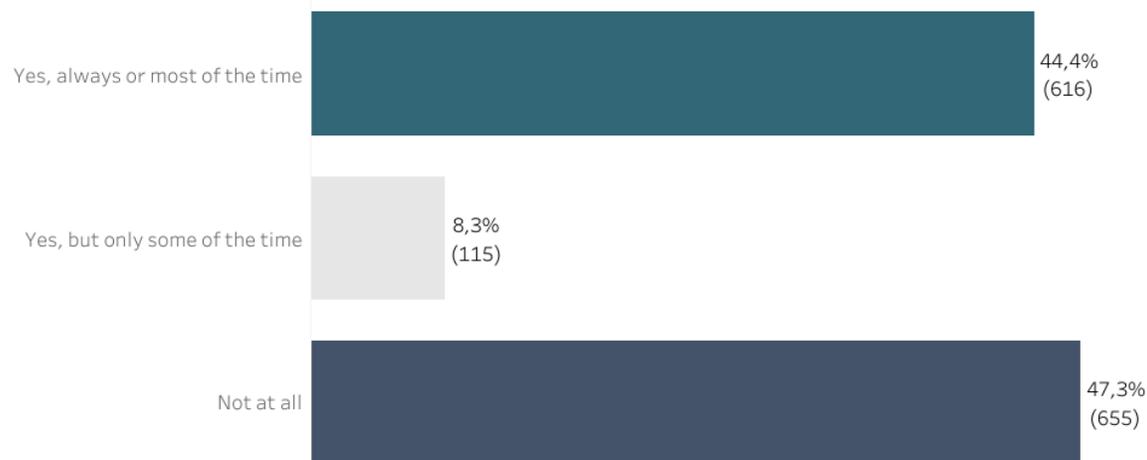
### Darolutamide Months (n=6)



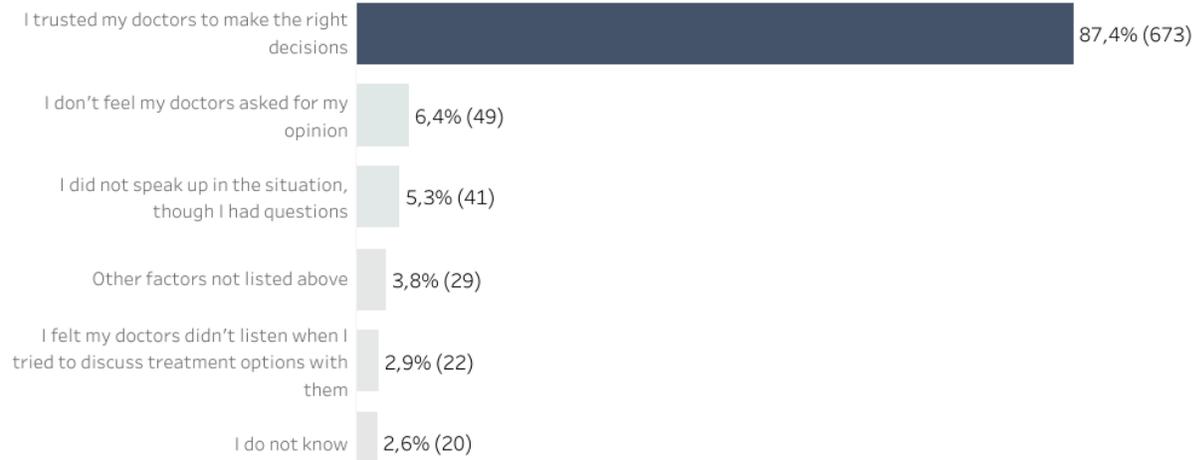
Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

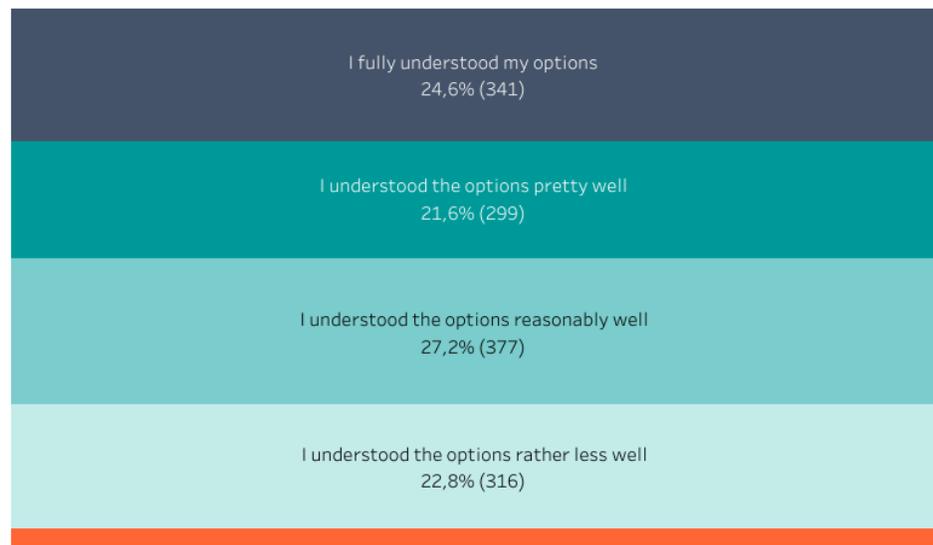
## Participation in Treatment Decision (n=1.386)



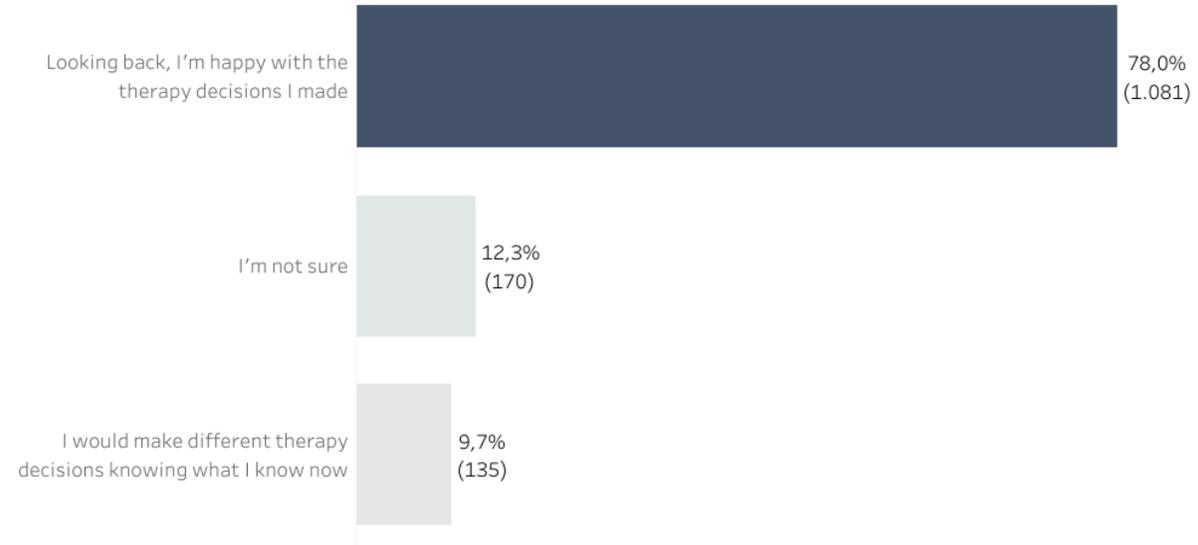
## Why not always participated (n=770)



## Understanding of Treatment Options (n=1.386)



## Looking back on Treatment Decisions (n=1.386)



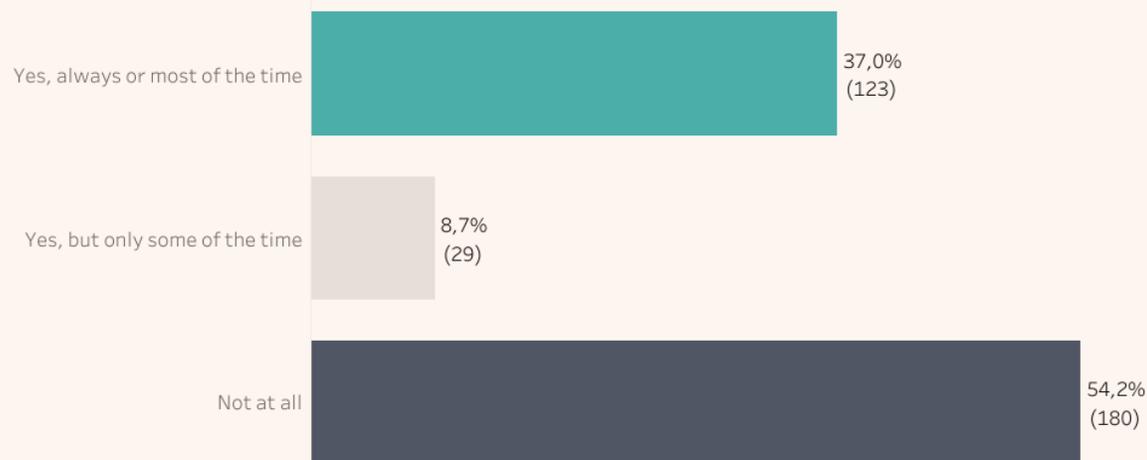
Cancer Stage

Advanced status

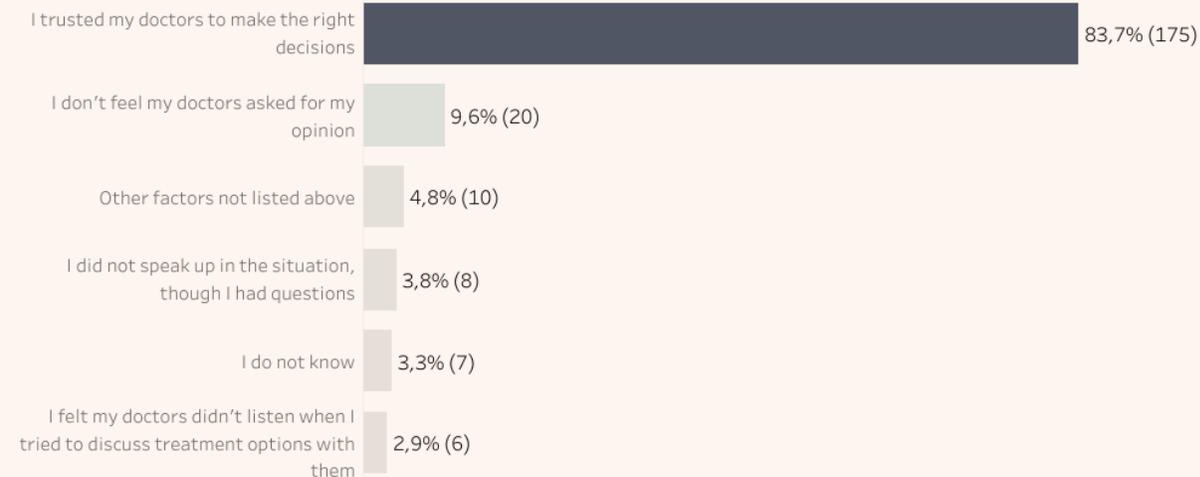
Source

Alle

## Participation in Treatment Decision (n=332)



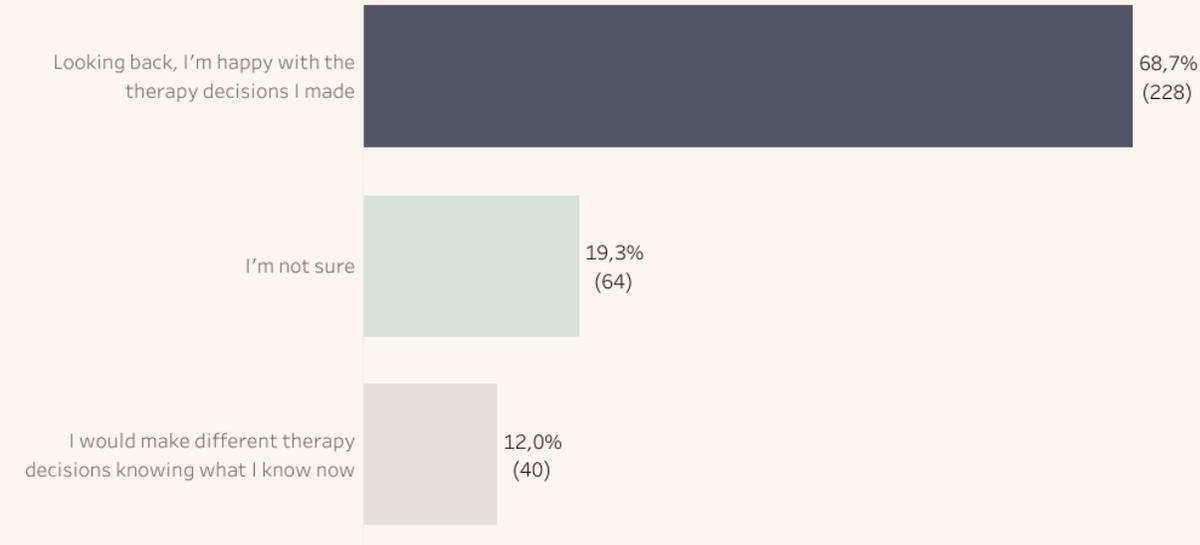
## Why not always participated (n=209)



## Understanding of Treatment Options (n=332)



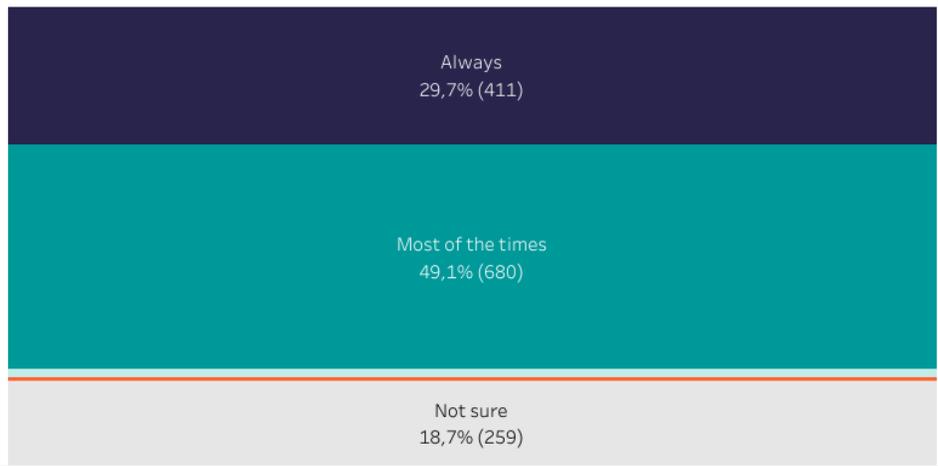
## Looking back on Treatment Decisions (n=332)



Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

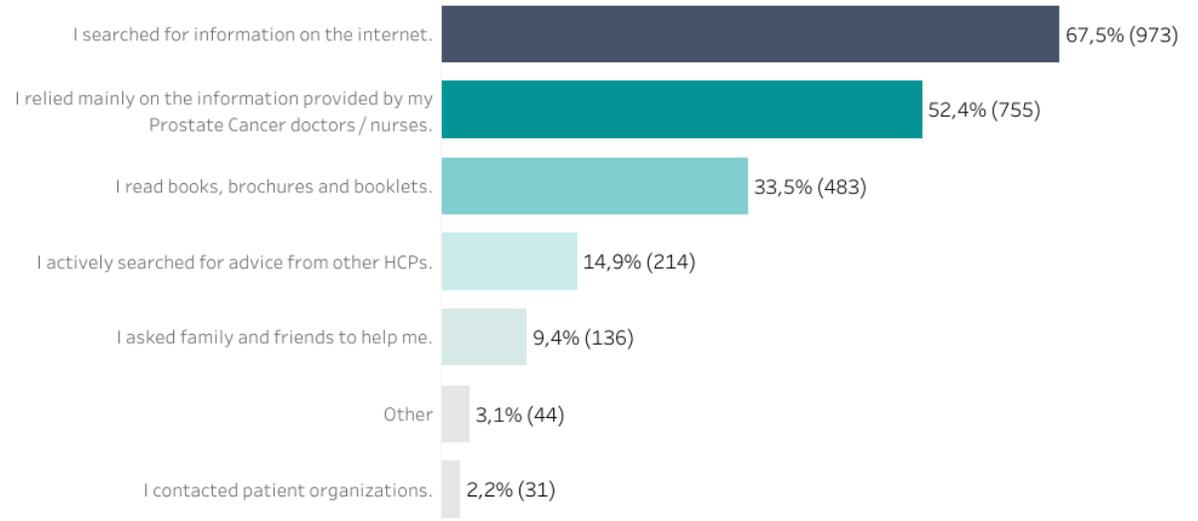
Source  
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Right Info at the right Time to make informed Decisions (n=1.386)

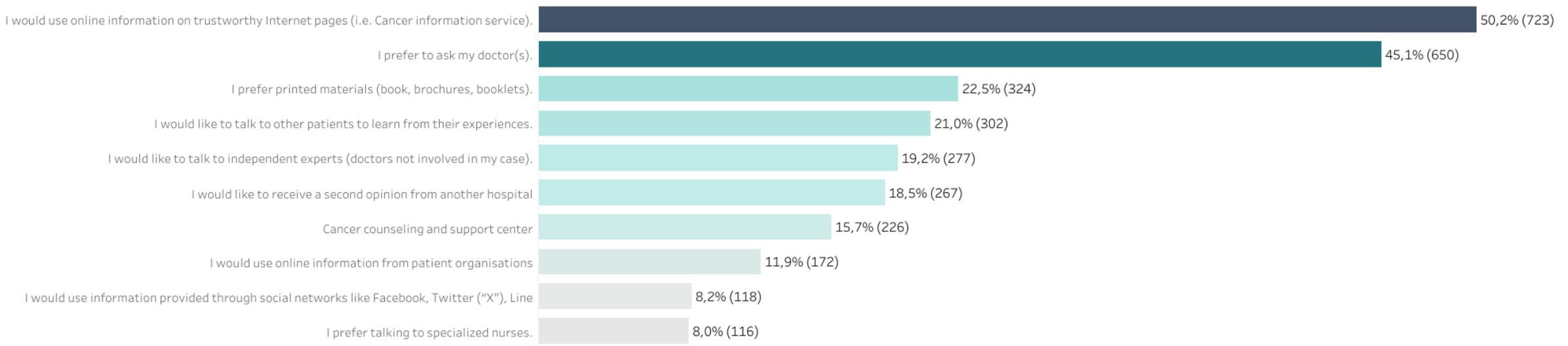


Always Most of the tim.. Mostly not Never Not sure

Info Sources used (n=1.441)



Preferred Info Sources (n=1.441)

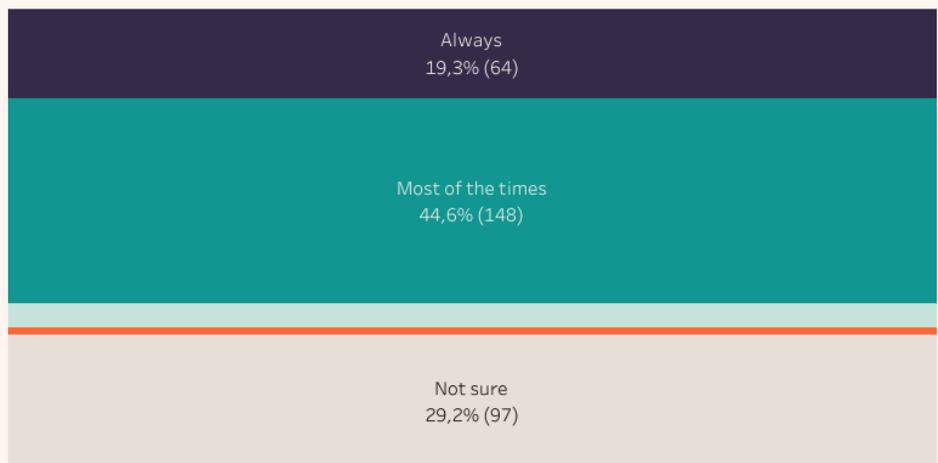


Cancer Stage

Advanced status

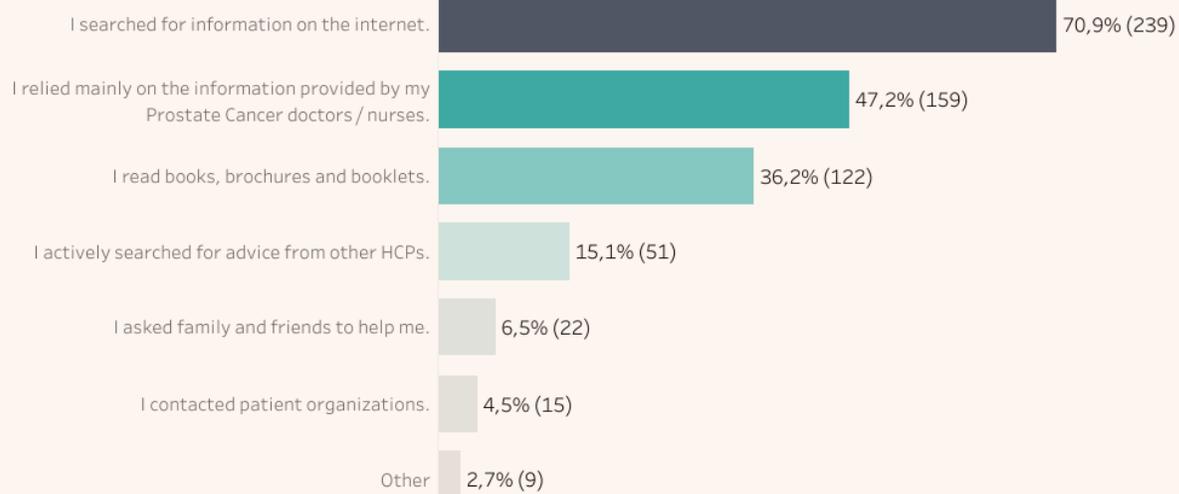
Source  
Alle

Right Info at the right Time to make informed Decisions (n=332)

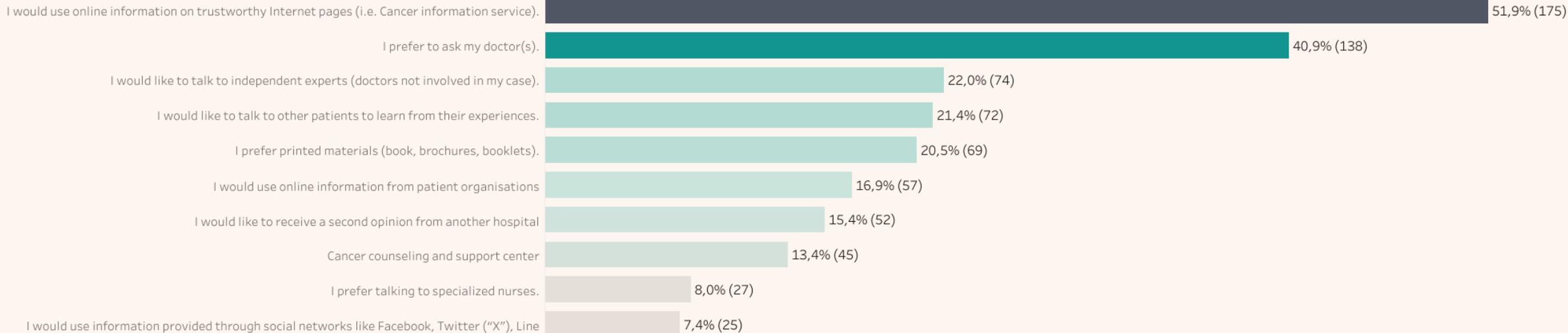


Always Most of the tim.. Mostly not Never Not sure

Info Sources used (n=337)



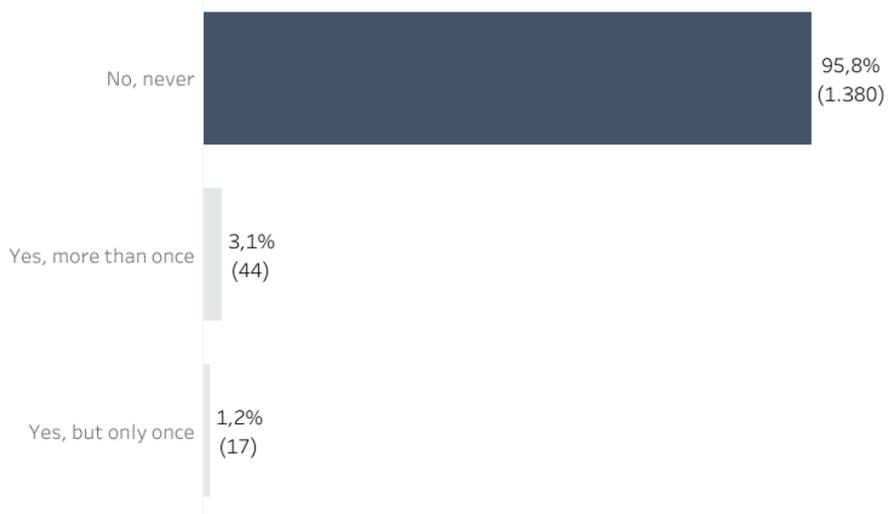
Preferred Info Sources (n=337)



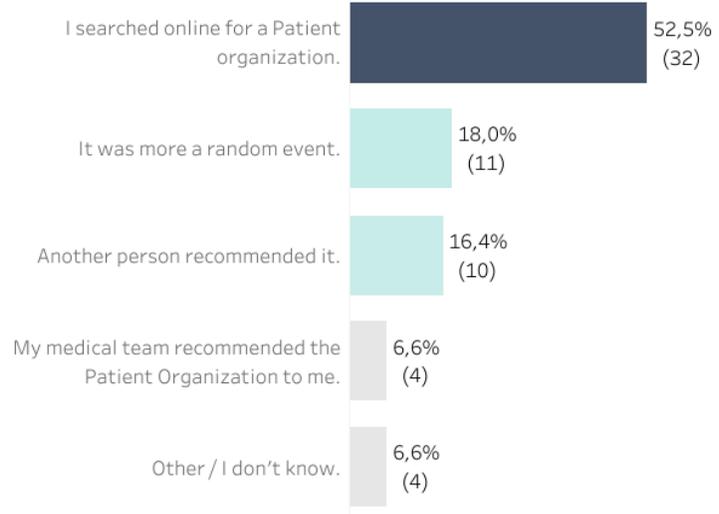
Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

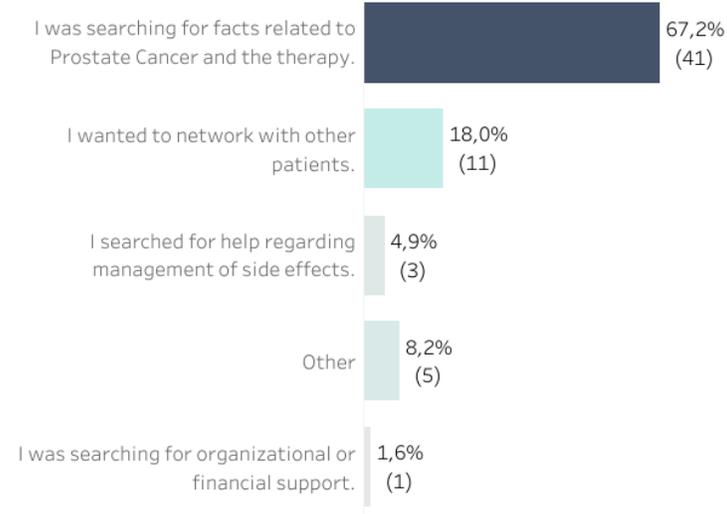
## Contact with Patient Organization (n=1.441)



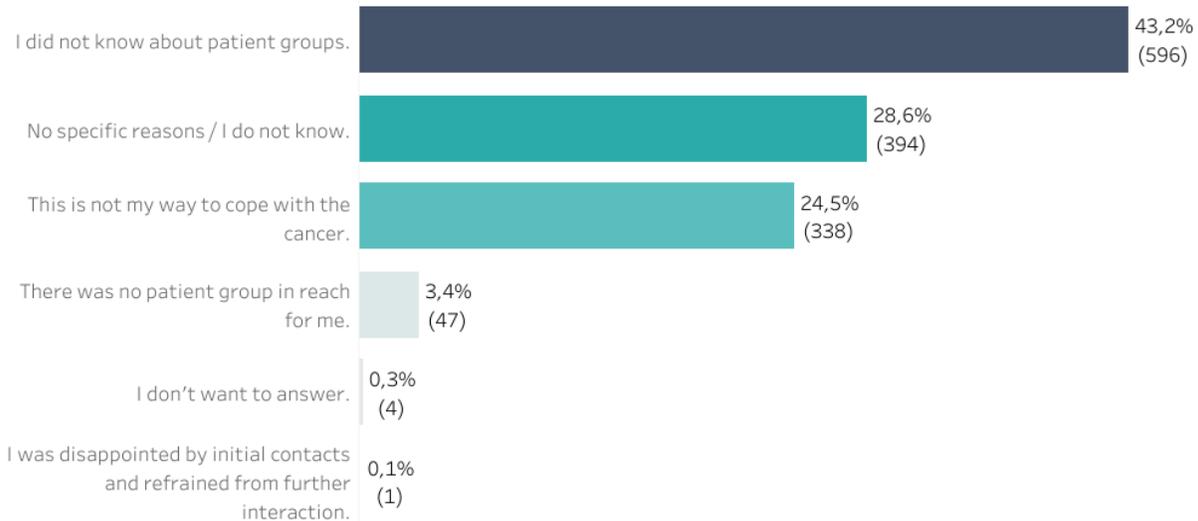
## Contact Point (n=61)



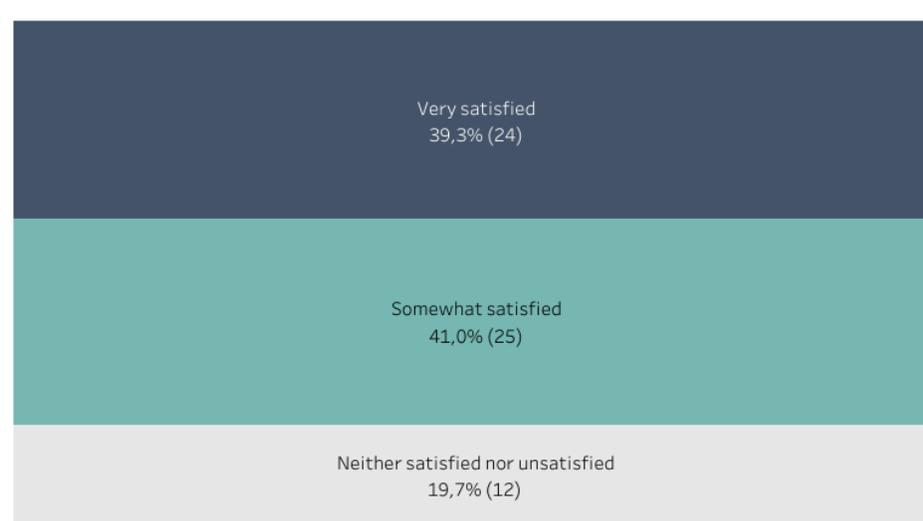
## Reason for Contacting (n=61)



## Reason for Not Contacting (n=1.380)

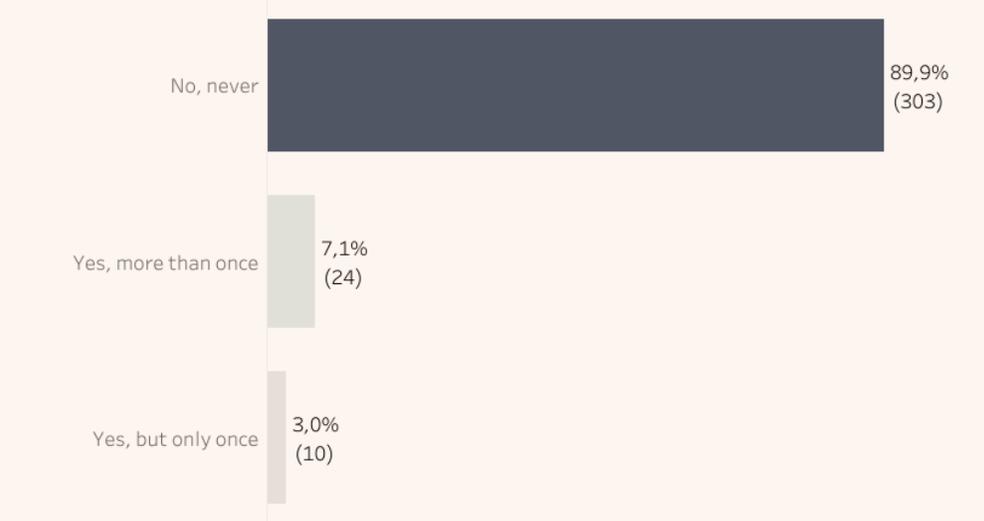


## Satisfaction with Patient Organizations (n=61)

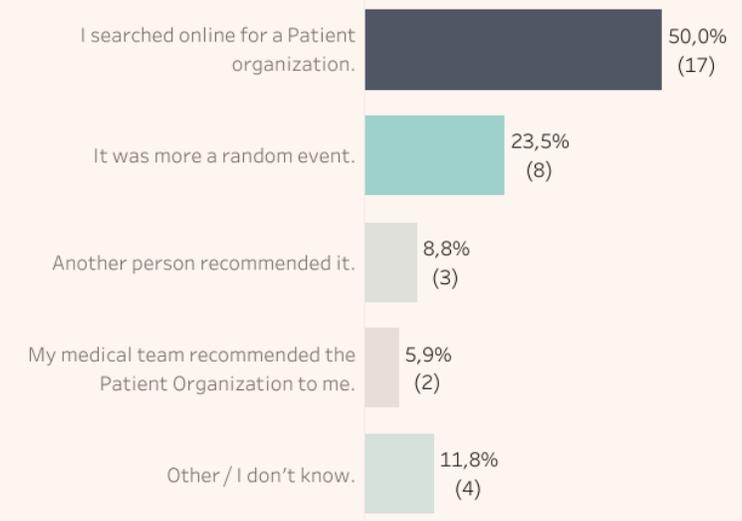


Cancer Stage	Source
Advanced status	Alle

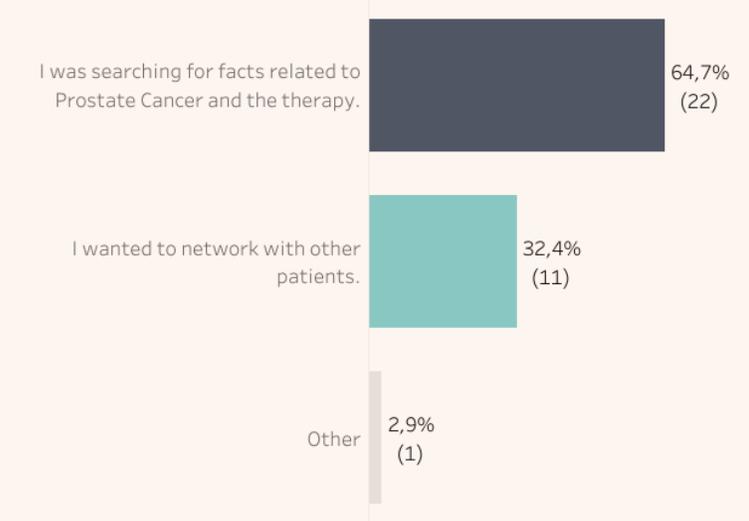
### Contact with Patient Organization (n=337)



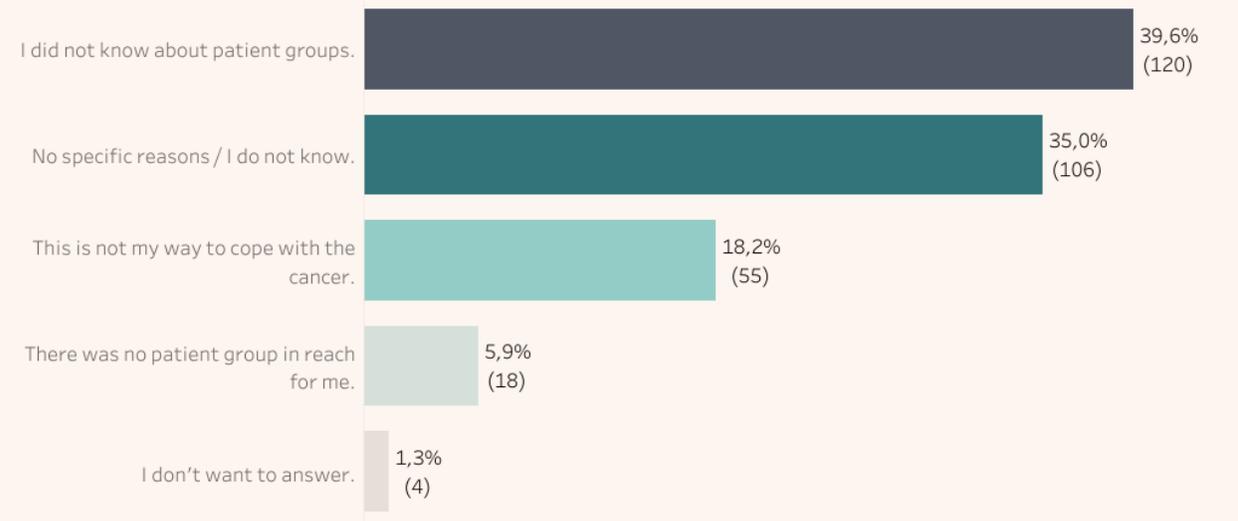
### Contact Point (n=34)



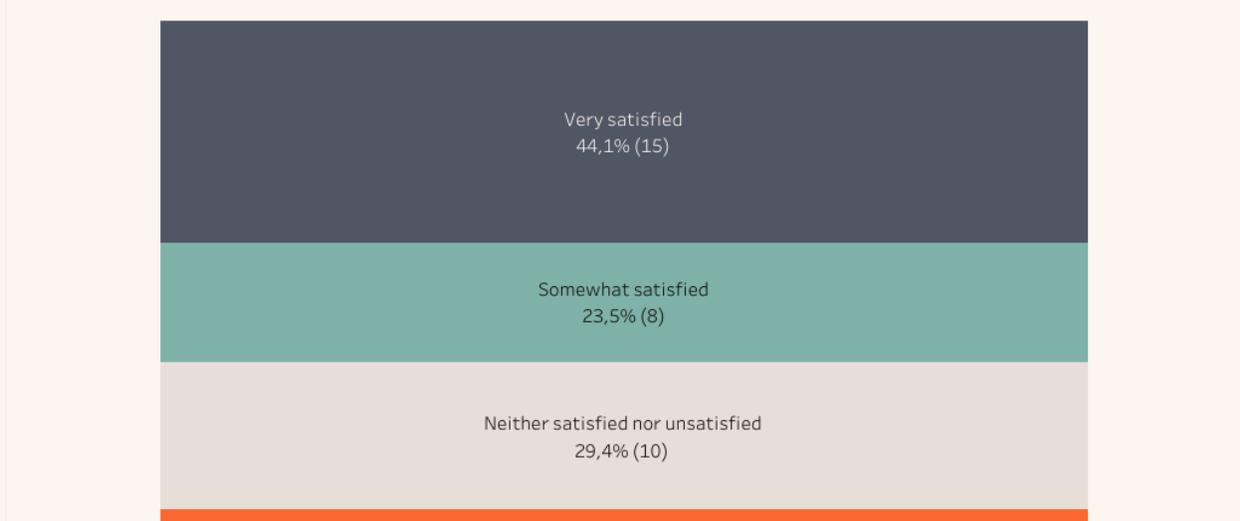
### Reason for Contacting (n=34)



### Reason for Not Contacting (n=303)

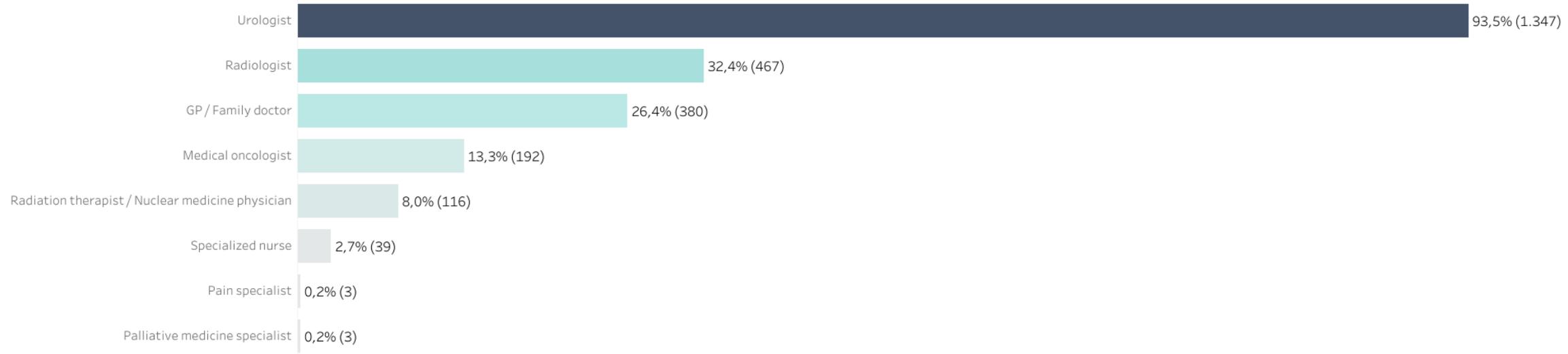


### Satisfaction with Patient Organizations (n=34)



<b>Cancer_Stage</b> No, the cancer is limited to my prostate gland, without local or distant spread	<b>Source</b> Alle
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**Involved Medical Specialists (n=1.441)**



**Most trusted advisor - # Listings, # Selected, Selection Rate, Ranking Score SUM and Score Average (n = 781)**

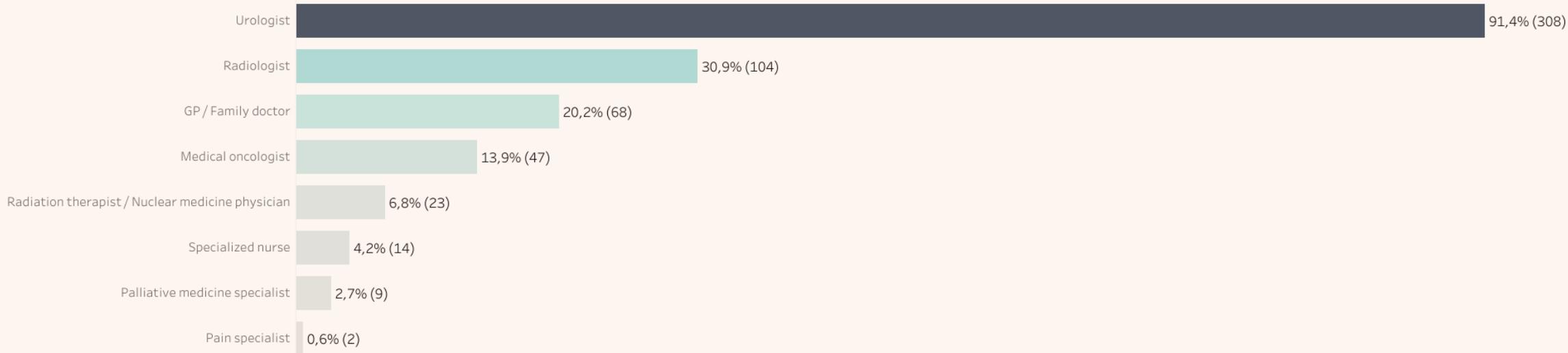
Specialist	# Listings	# Selected	Selection Rate	Ranking Score SUM	Score Average
Urologist	755	540	71,5%	1.256	1,66
Radiologist	453	85	18,8%	212	0,47
Medical oncologist	173	73	42,2%	207	1,20
GP / Family doctor	352	56	15,9%	135	0,38
Radiation therapist / Nuclear medicine physician	110	25	22,7%	71	0,65
Specialized nurse	39	2	5,1%	6	0,15
Pain specialist	3	0	0,0%		
Palliative medicine specialist	2	0	0,0%		

Cancer\_Stage

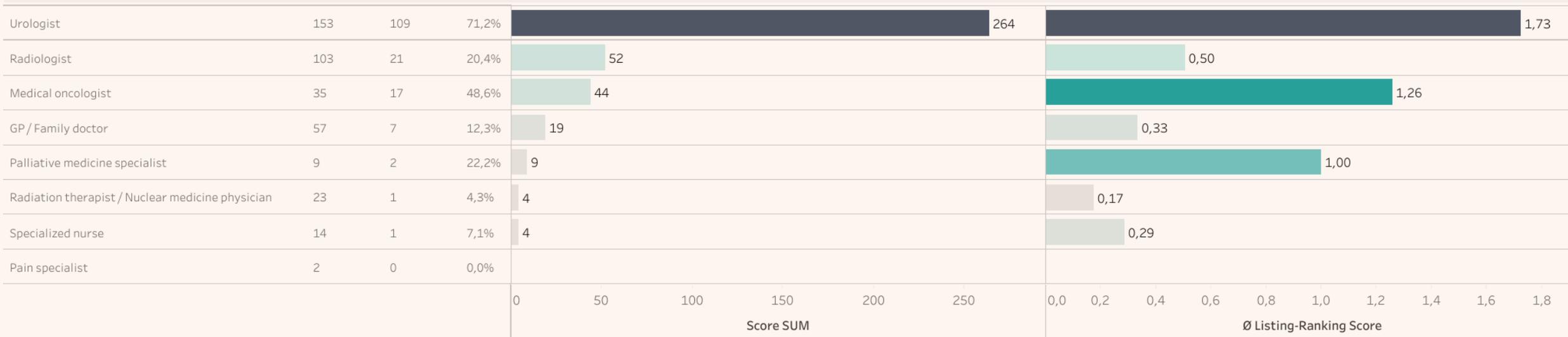
Advanced status

Source  
Alle

Involved Medical Specialists (n=337)



Most trusted advisor - # Listings, # Selected, Selection Rate, Ranking Score SUM and Score Average (n = 158)

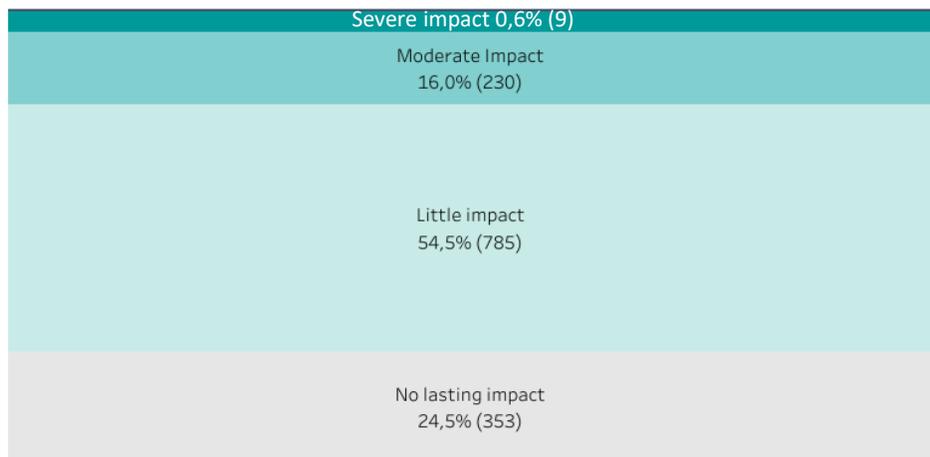


Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

Impact on Financial Situation (n=1.441)

Personal Situation (n=1.441)



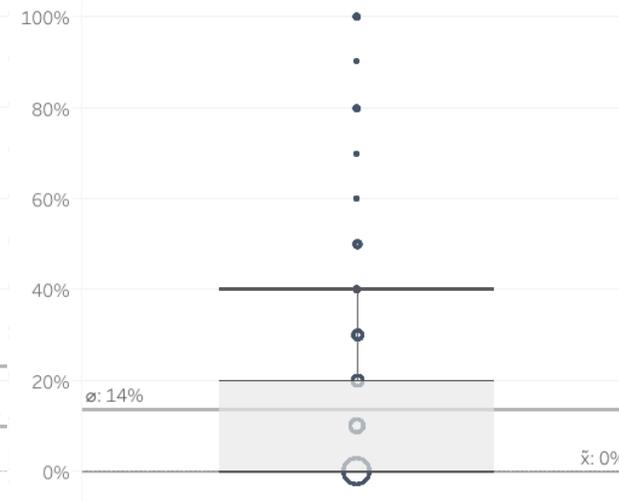
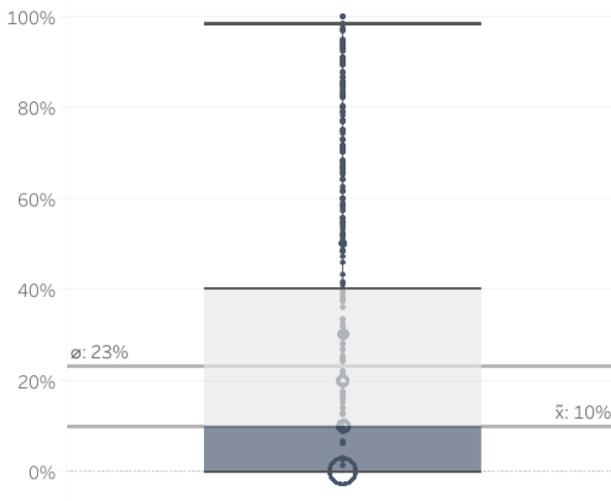
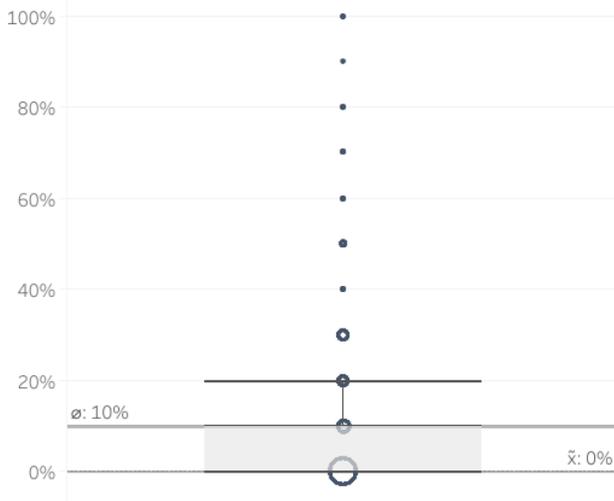
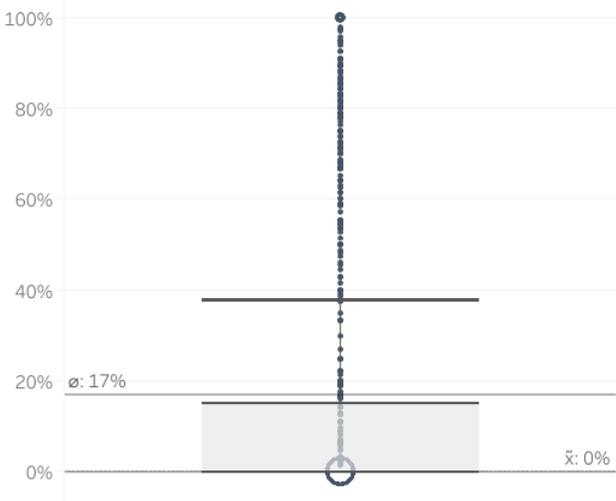
Severe impact Pronounced im.. Moderate Impact Little impact No lasting impa..

Work time missed (n=863)

Impairment while working (n=714)

Overall Work Impairment (n=714)

Activity Impairment (n=863)

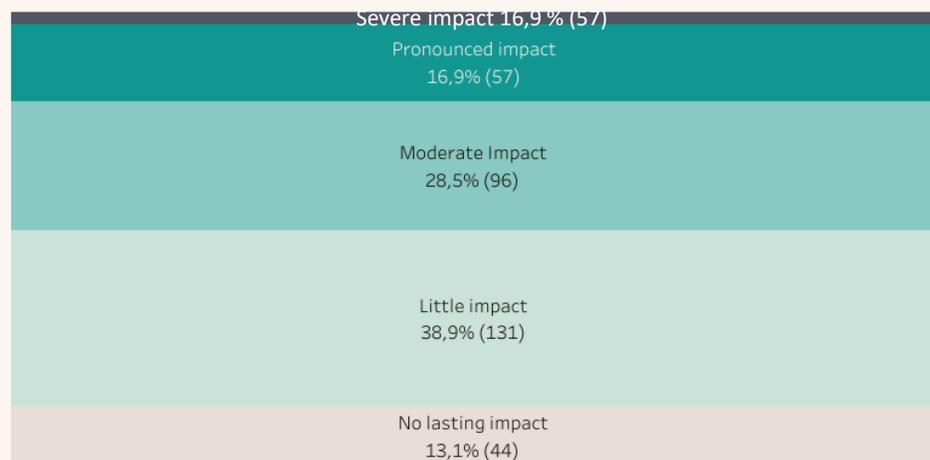


Cancer Stage

Advanced status

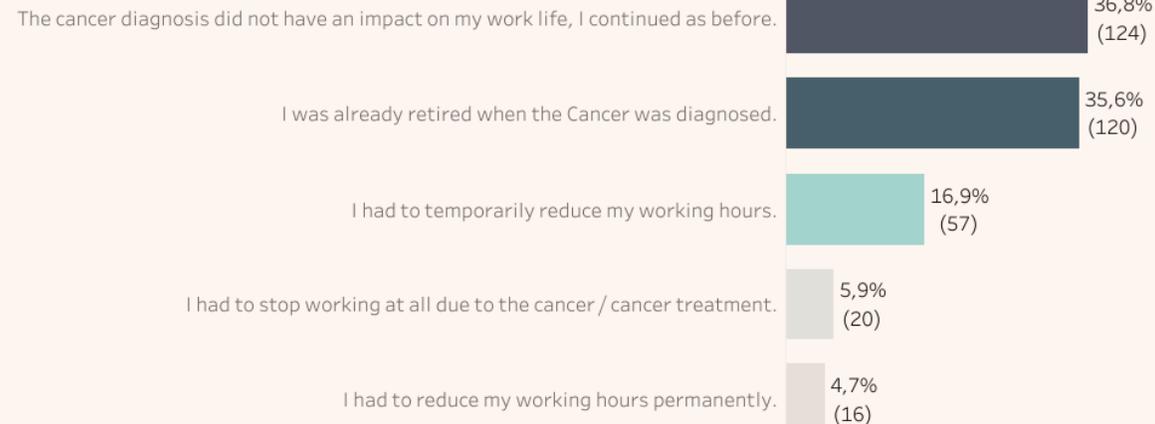
Source  
Alle

Impact on Financial Situation (n=337)

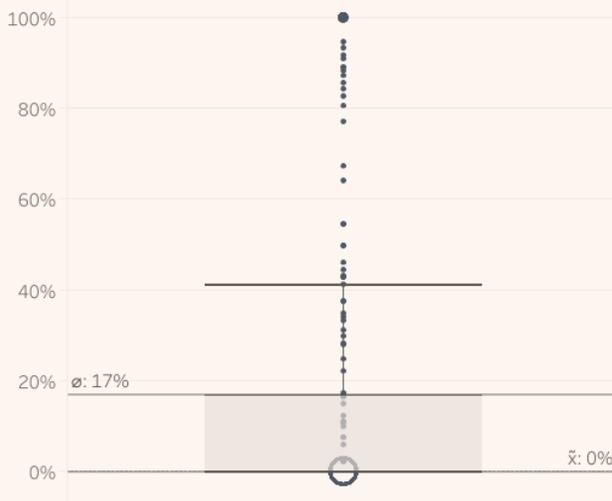


Severe impact Pronounced im.. Moderate Impact Little impact No lasting impa..

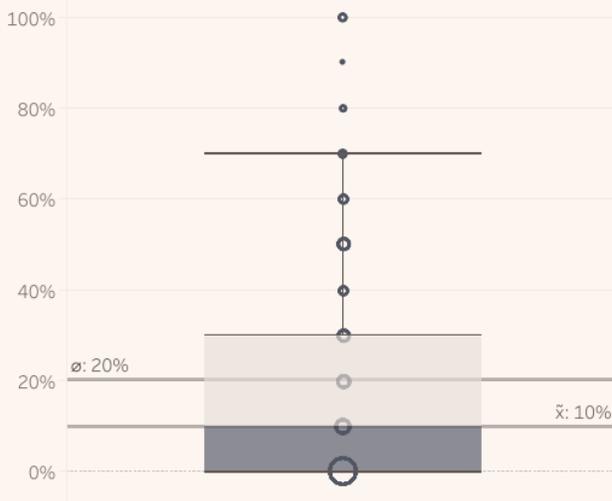
Personal Situation (n=337)



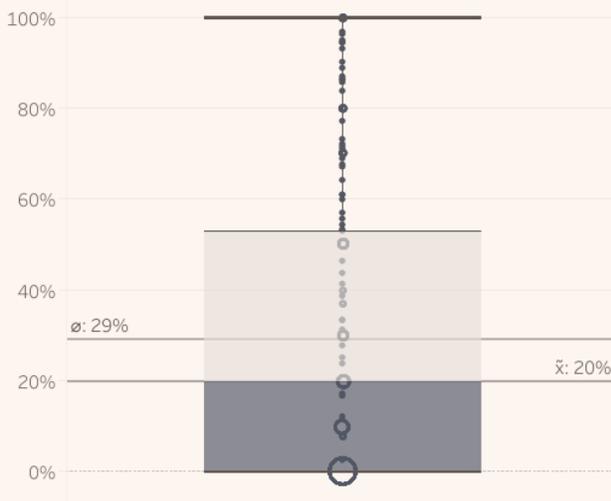
Work time missed (n=197)



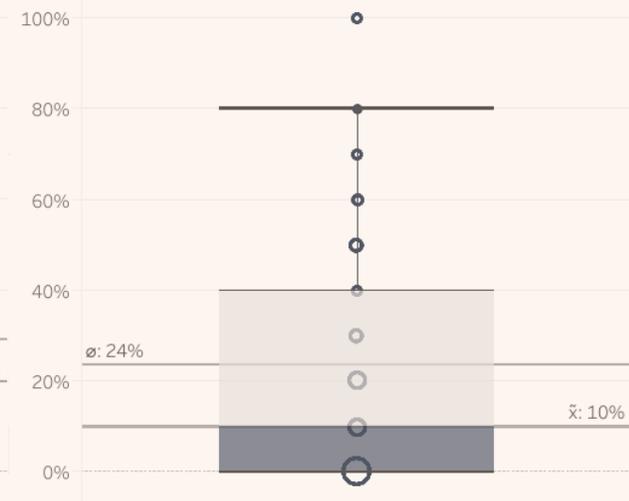
Impairment while working (n=161)



Overall Work Impairment (n=161)



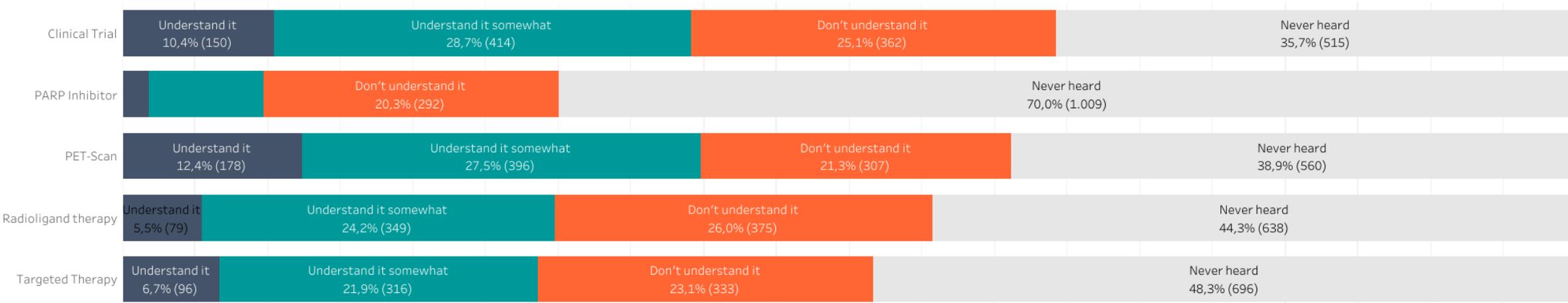
Activity Impairment (n=197)



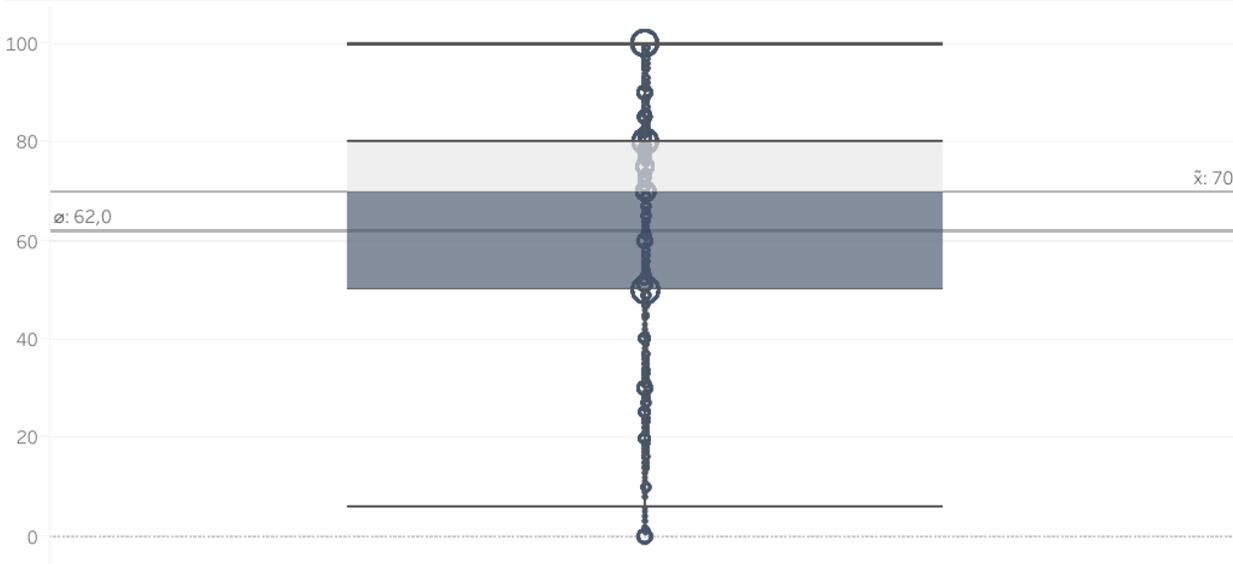
Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

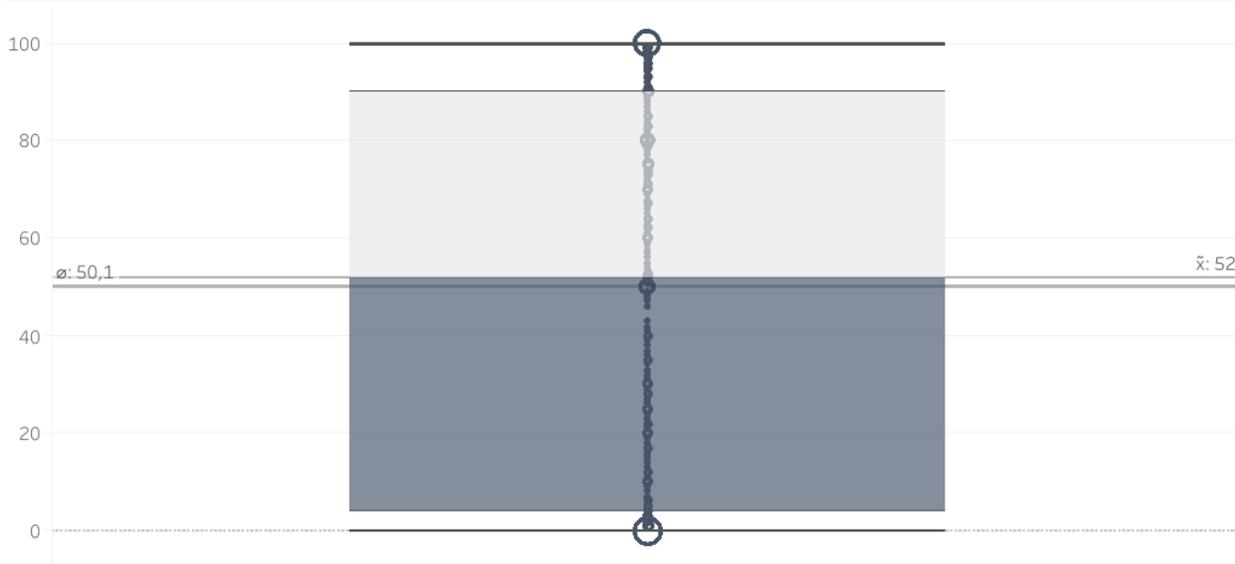
## Understanding of innovative Therapy Options (n=1.441)



## Feeling towards Radiopharmaceutical Therapy (n=1.441) (0=Worrying, 100=Trustworthy)



## Considering Radiopharmaceutical Therapy (n=1.441) (0=Not at all, 100=Yes)



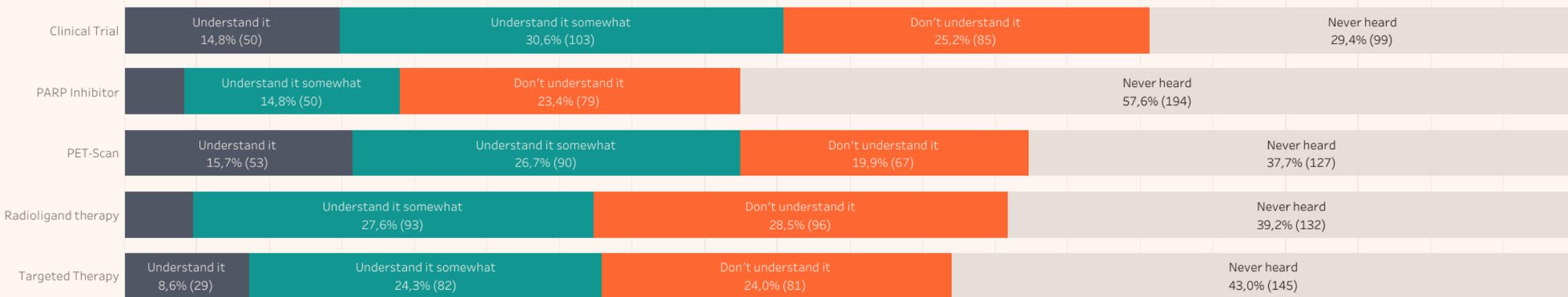
Cancer Stage

Advanced status

Source

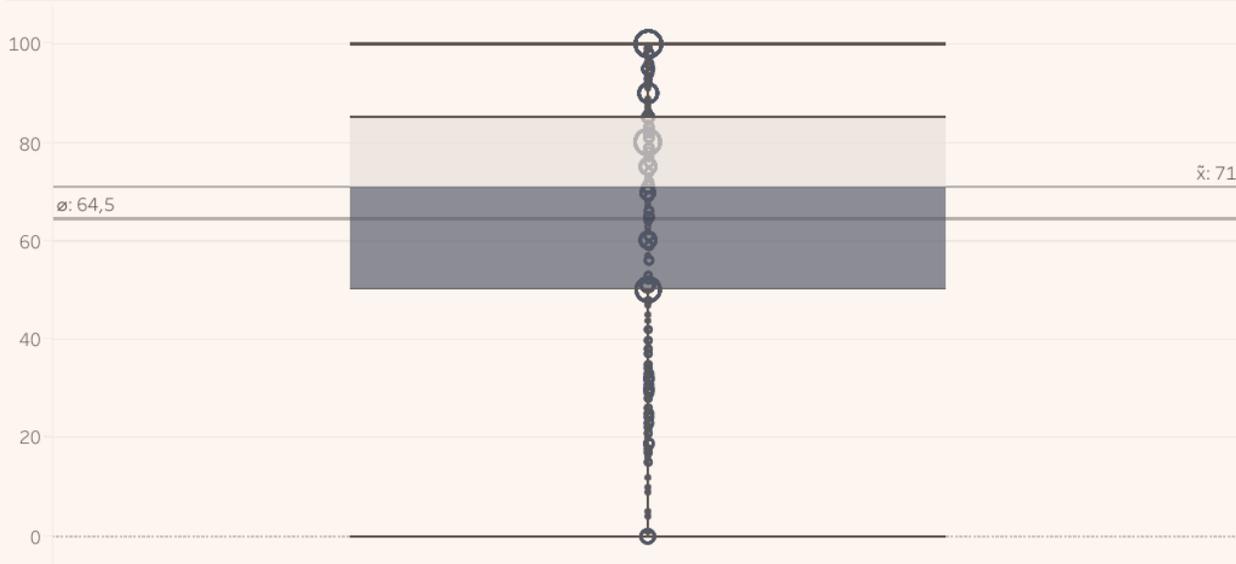
Alle

## Understanding of innovative Therapy Options (n=337)



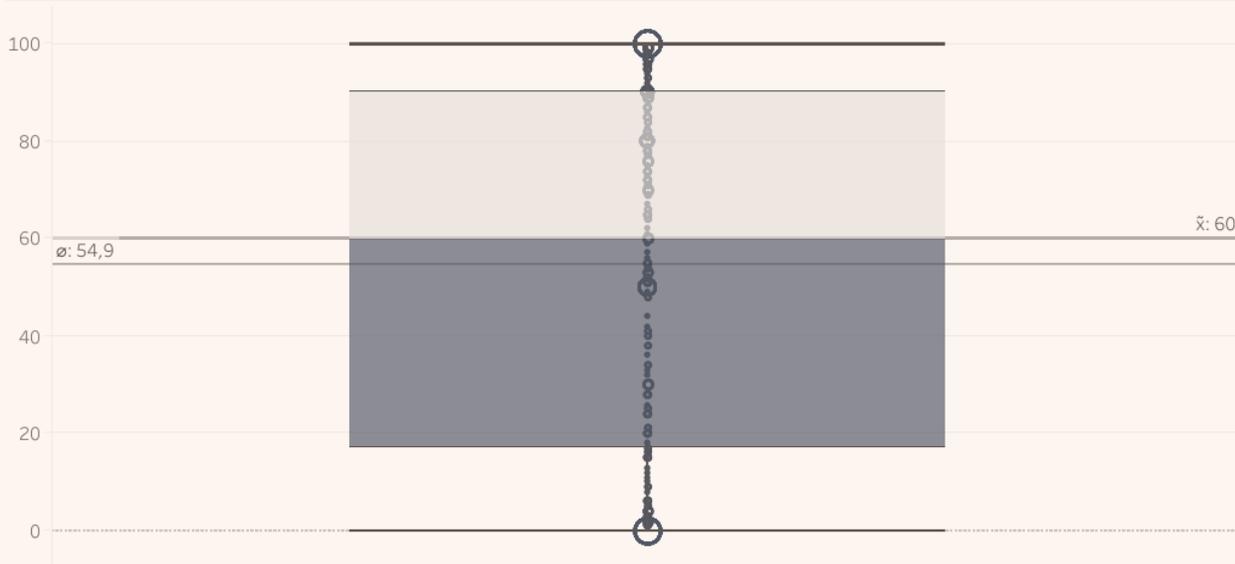
## Feeling towards Radiopharmaceutical Therapy (n=337)

(0=Worrying, 100=Trustworthy)



## Considering Radiopharmaceutical Therapy (n=337)

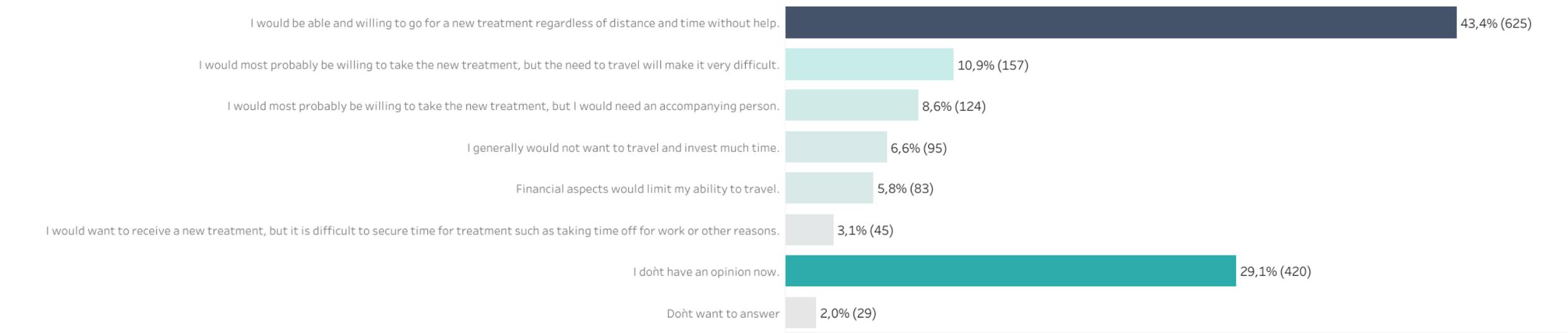
(0=Not at all, 100=Yes)



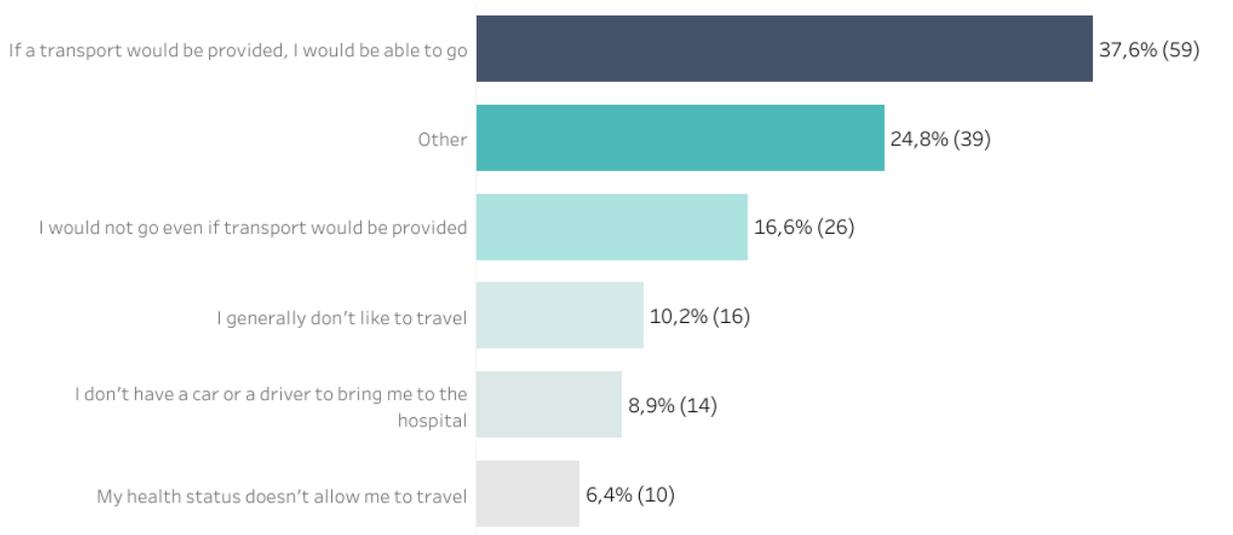
Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

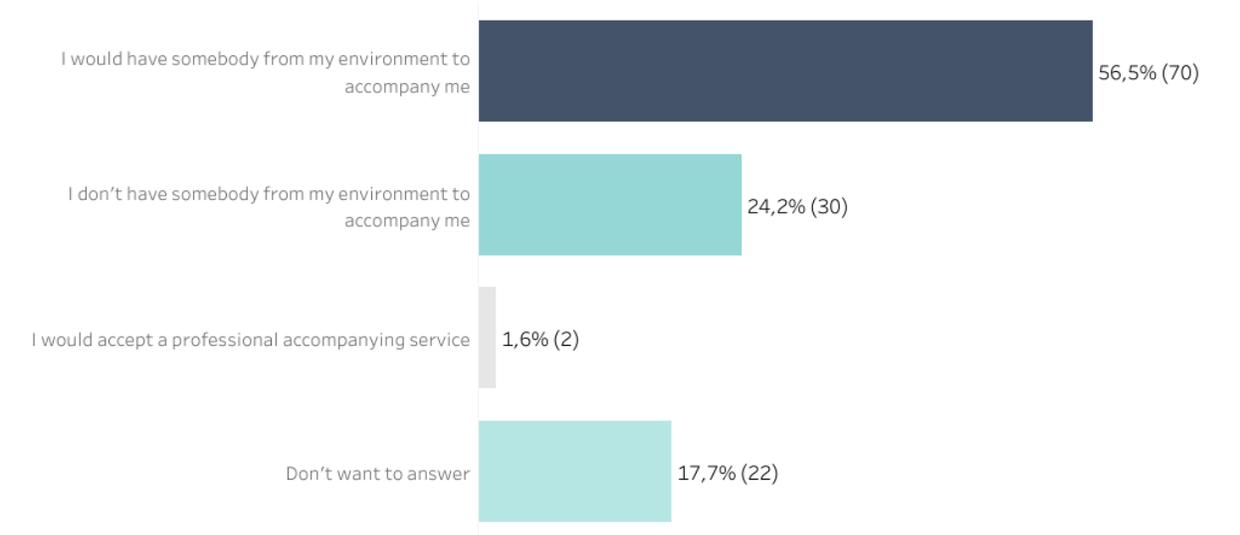
## Willingness to travel for innovative Therapy (n=1.441)



## Reasons for Difficulties to travel (n=157) - Multiple Choice



## Support for Travelling (n=124) - Multiple Choice



Cancer Stage

Advanced status

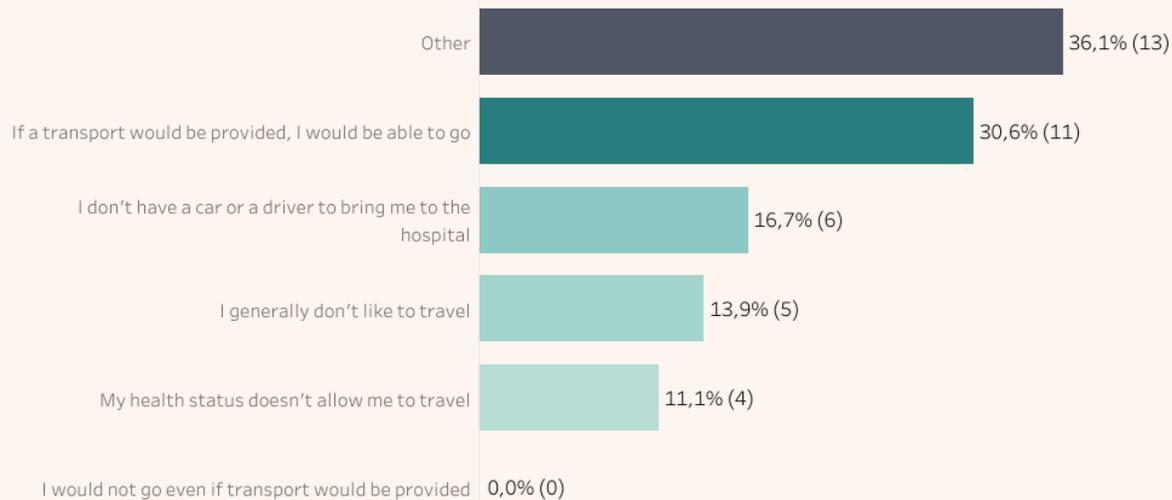
Source

Alle

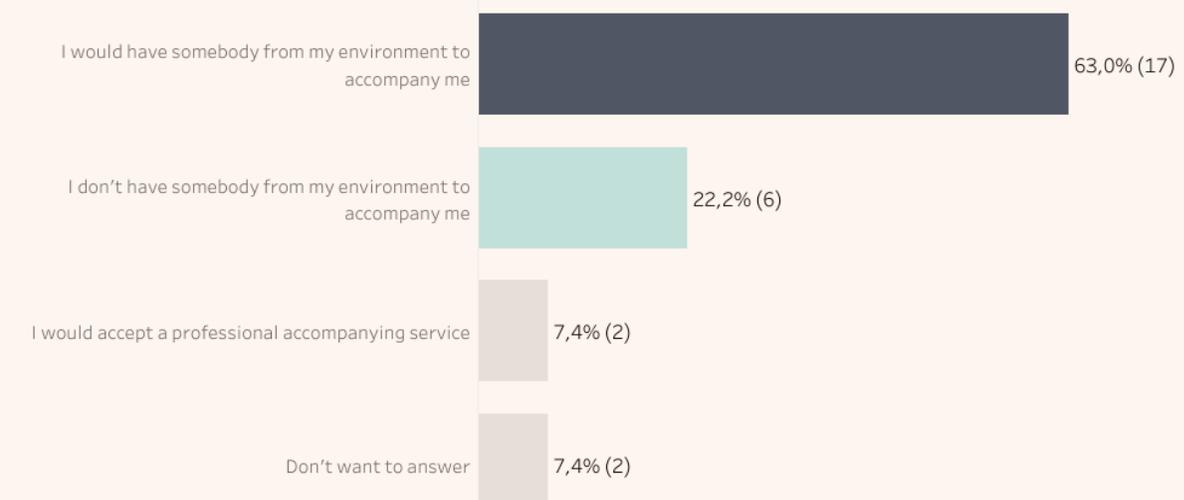
## Willingness to travel for innovative Therapy (n=337)



## Reasons for Difficulties to travel (n=36) - Multiple Choice



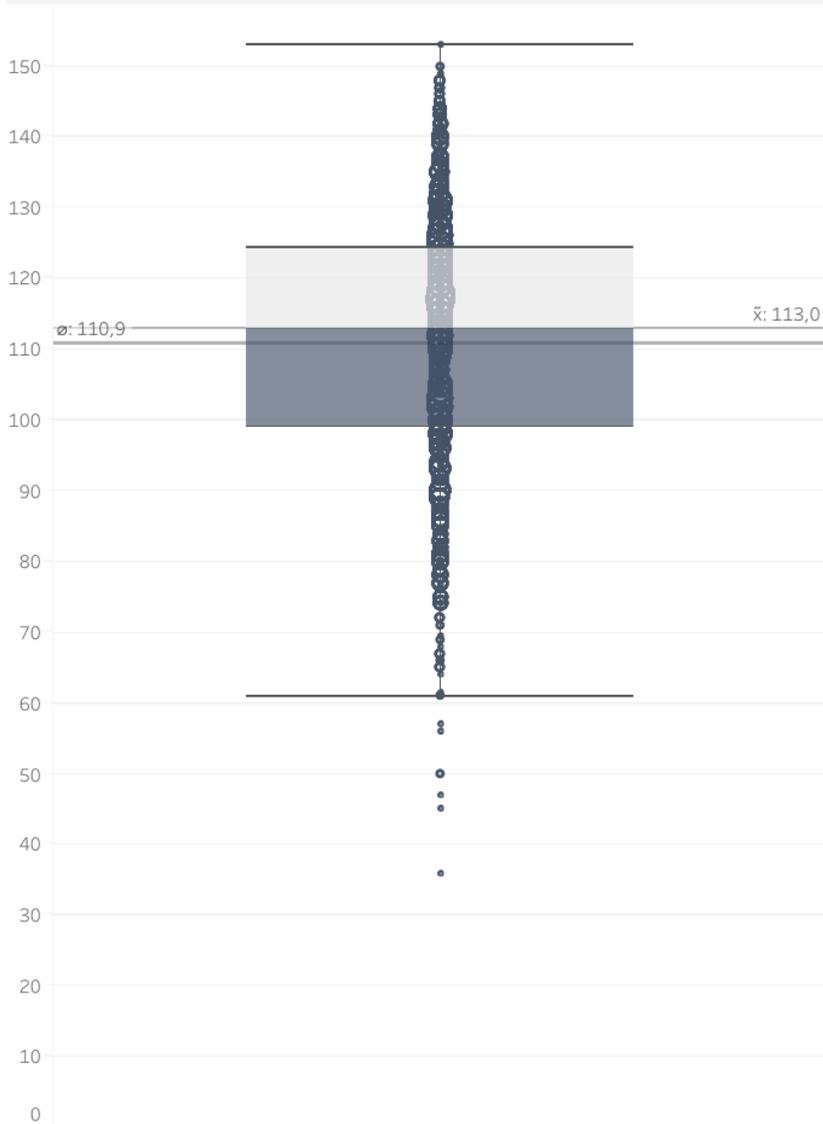
## Support for Travelling (n=27) - Multiple Choice



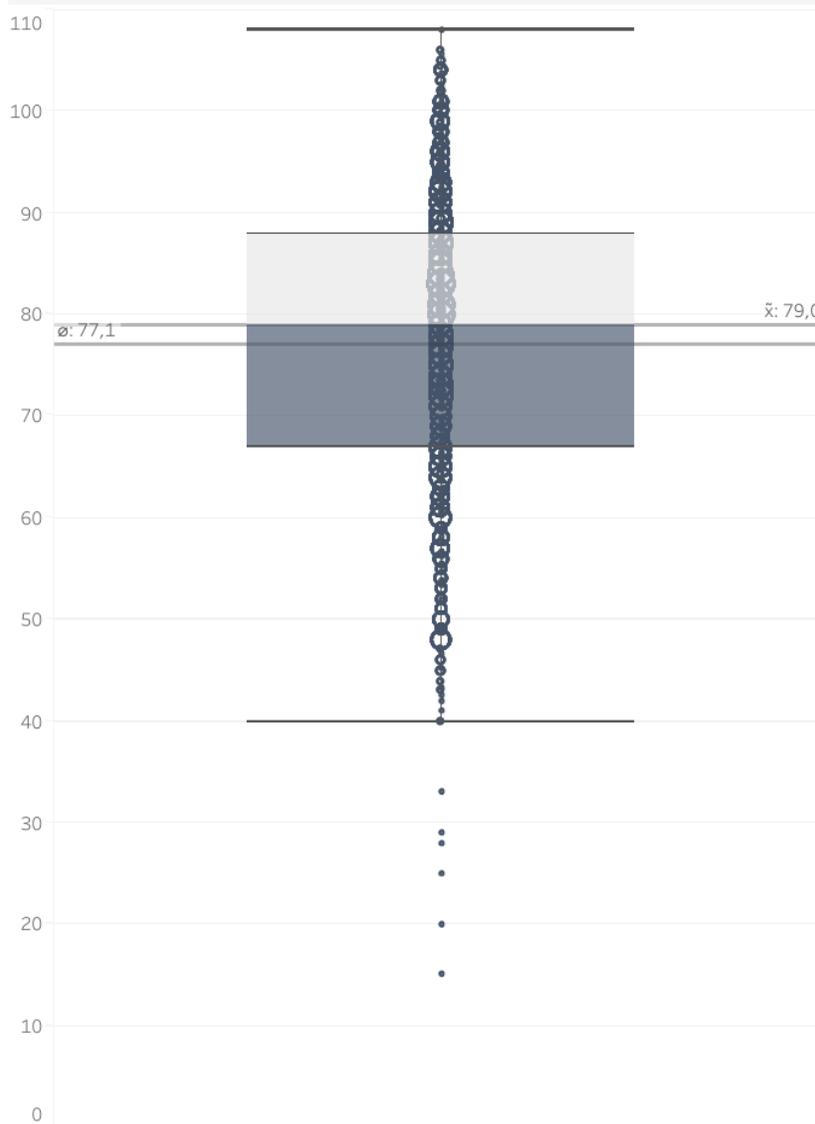
Cancer Status  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

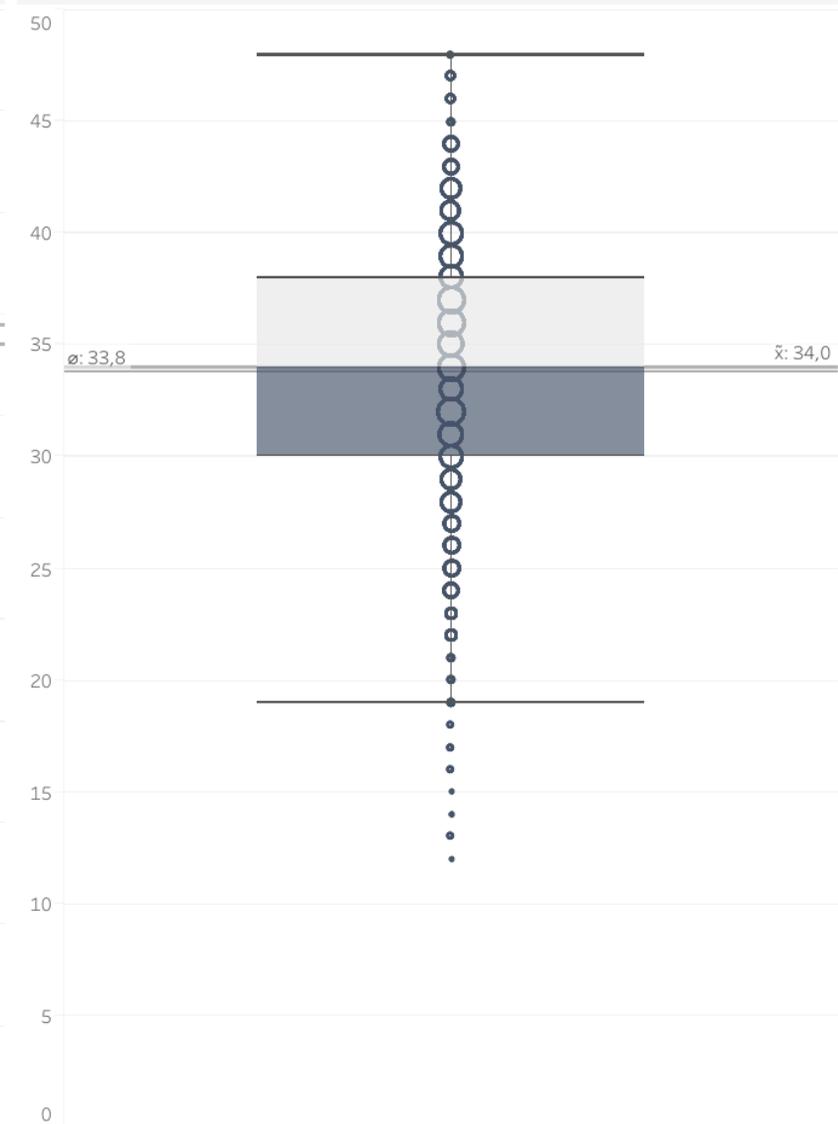
FACT-P Total Score (n=1.441)



FACT-G Total Score (n=1.441)



PC Subscale Score (n=1.441)



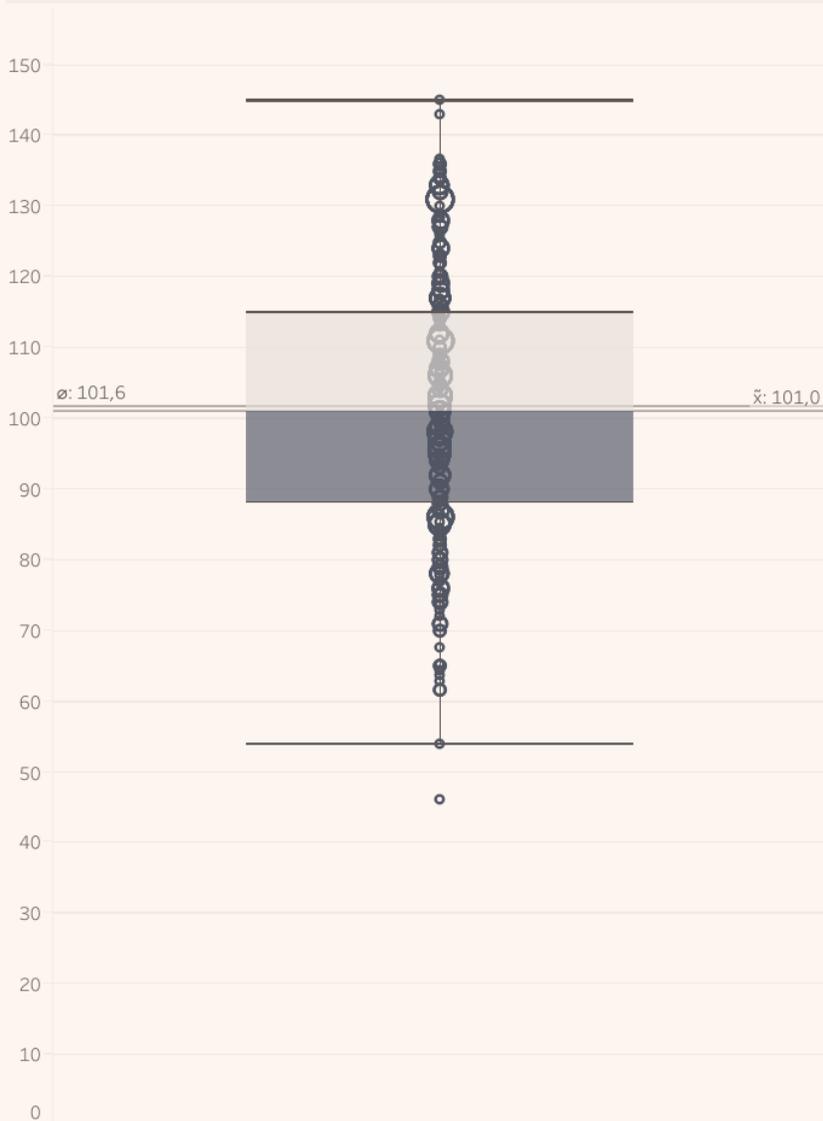
Cancer Status

Advanced status

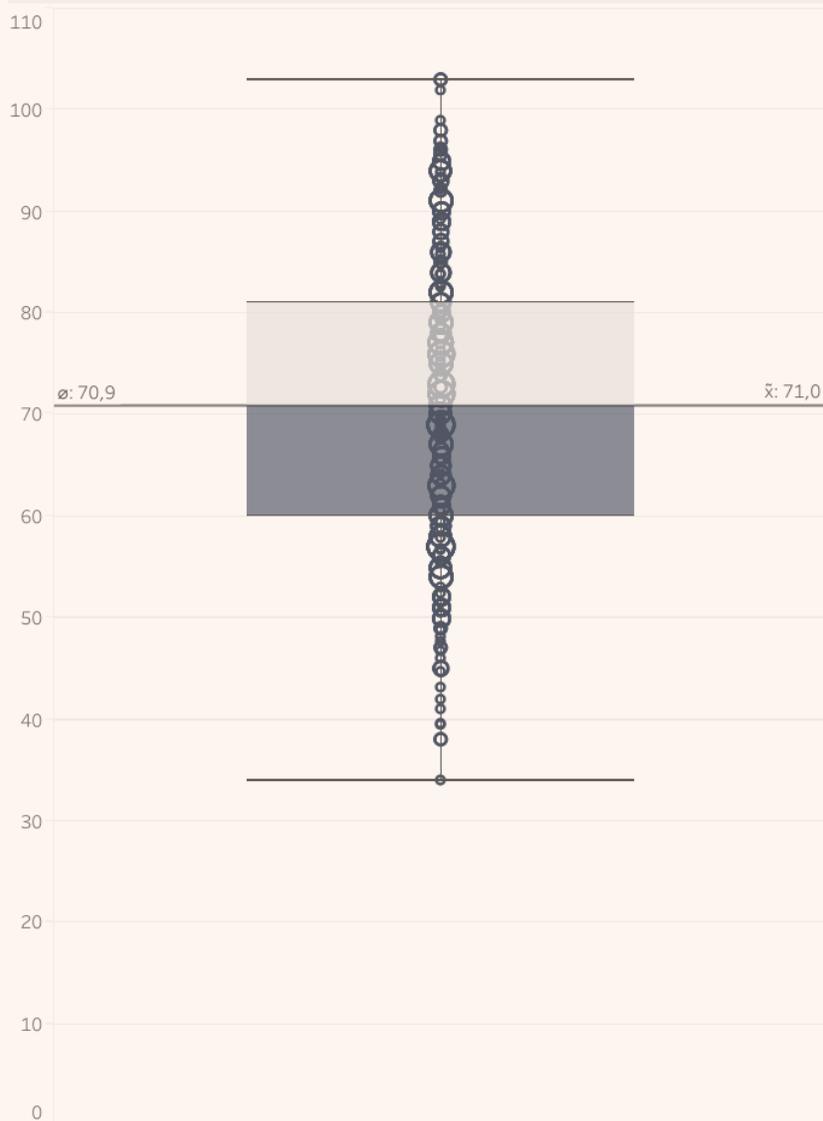
Source

Alle

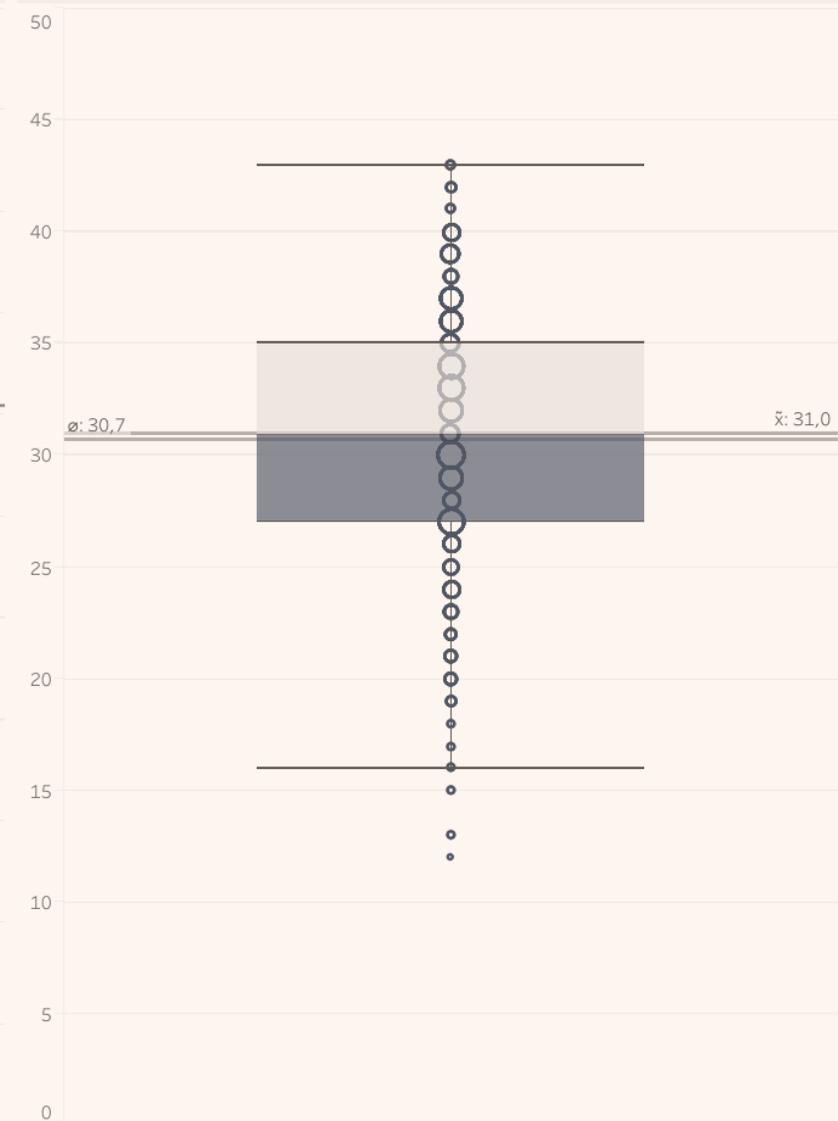
### FACT-P Total Score (n=337)



### FACT-G Total Score (n=337)



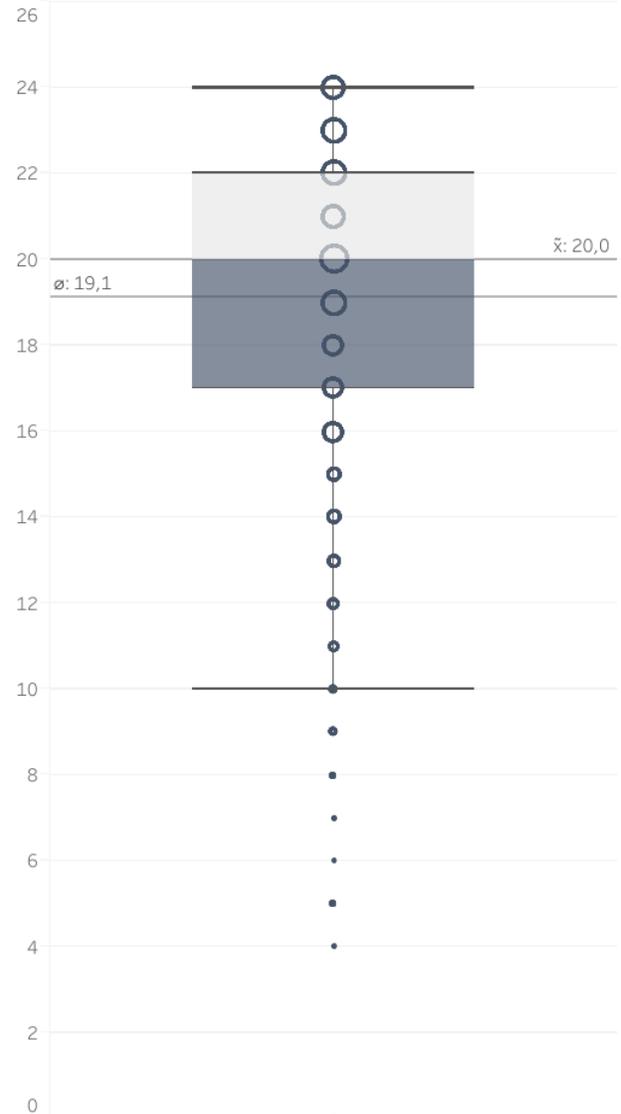
### PC Subscale Score (n=337)



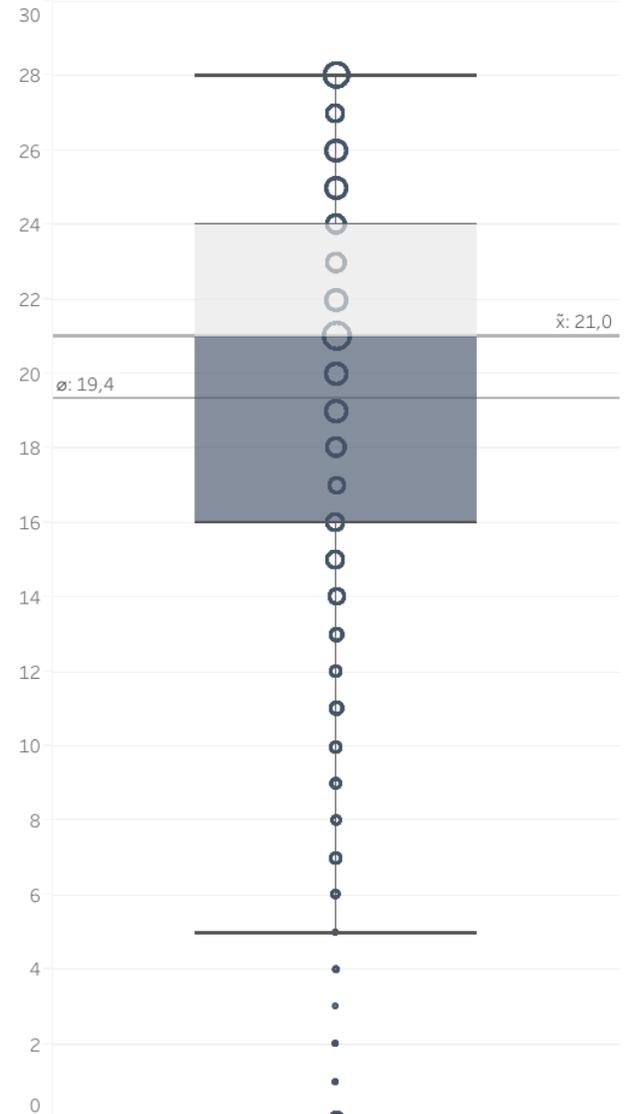
Cancer Stage  
No, the cancer is limited to my prostate gland, without local or distant spread

Source  
Alle

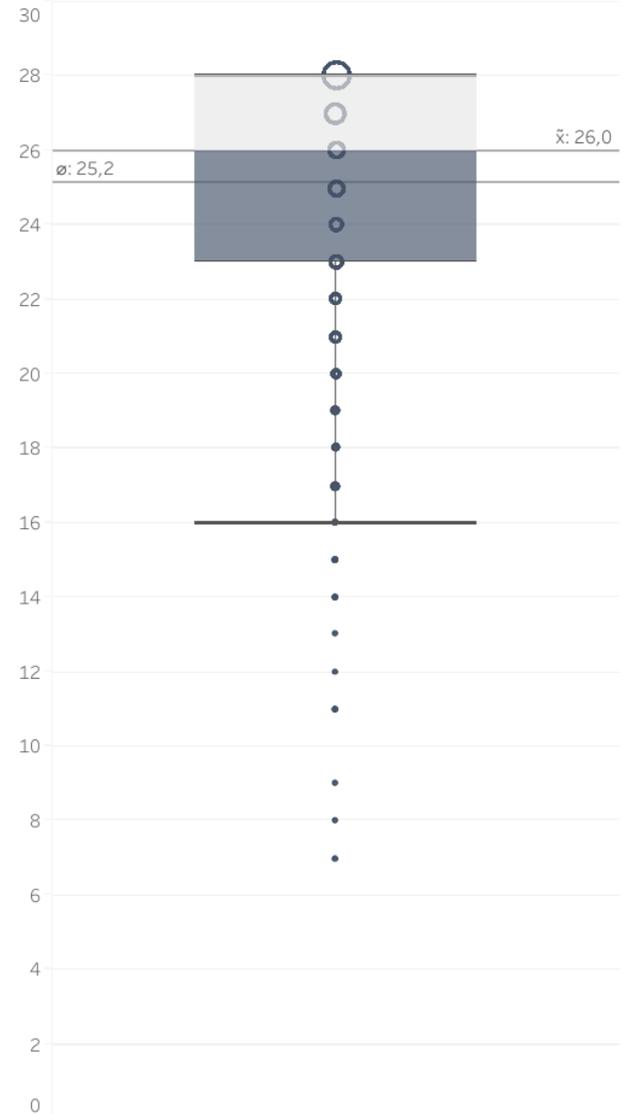
### Emotional Well Being (n=1.441)



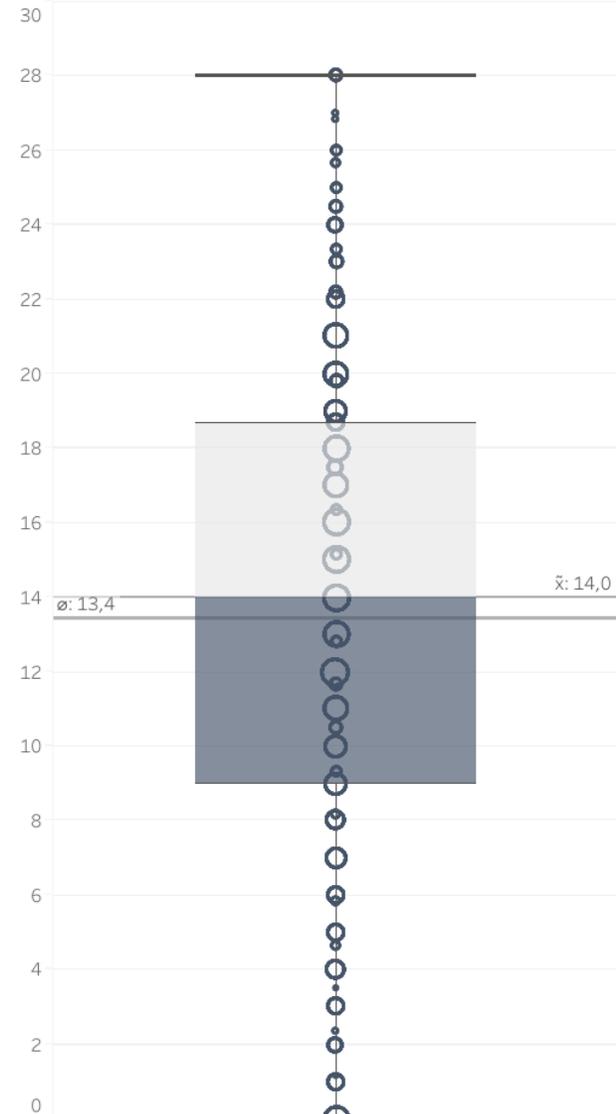
### Functional Well Being (n=1.441)



### Physical Well Being (n=1.441)

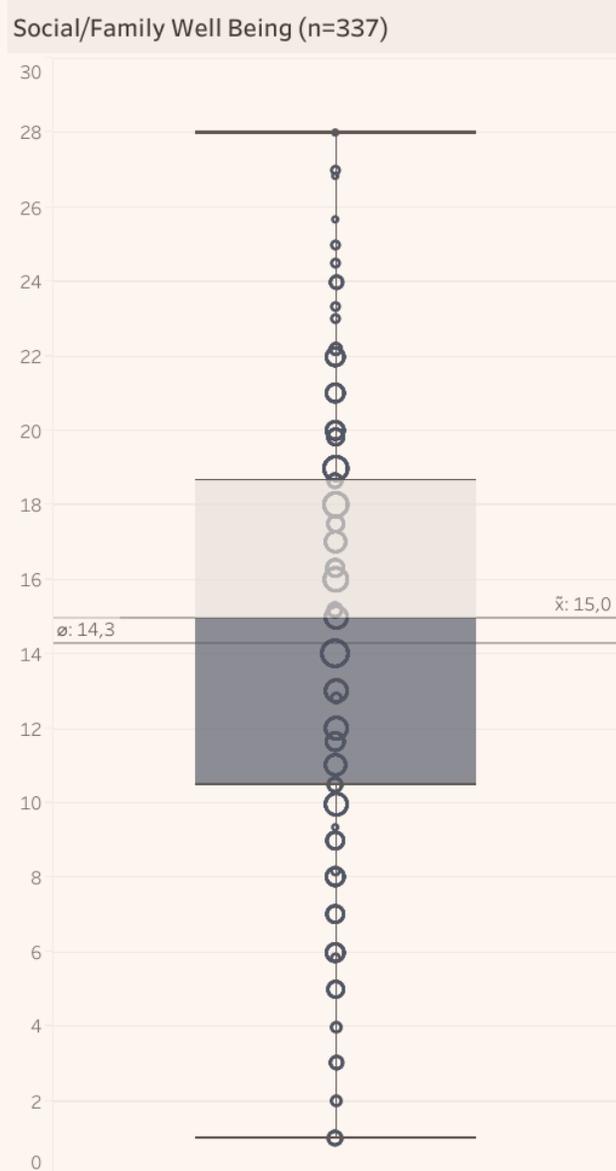
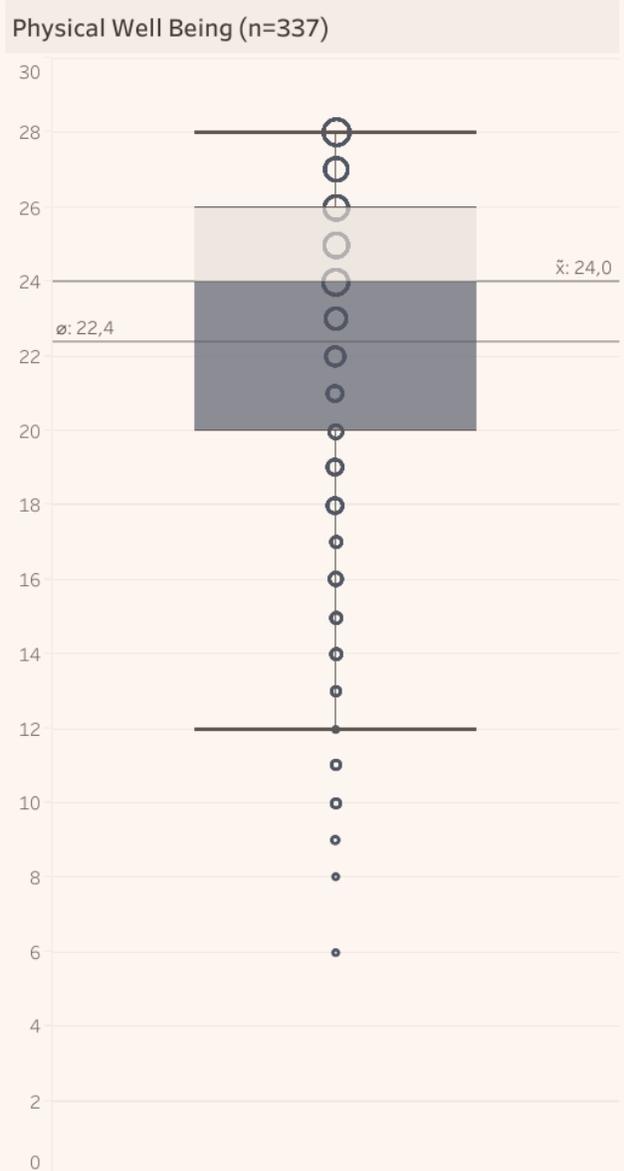
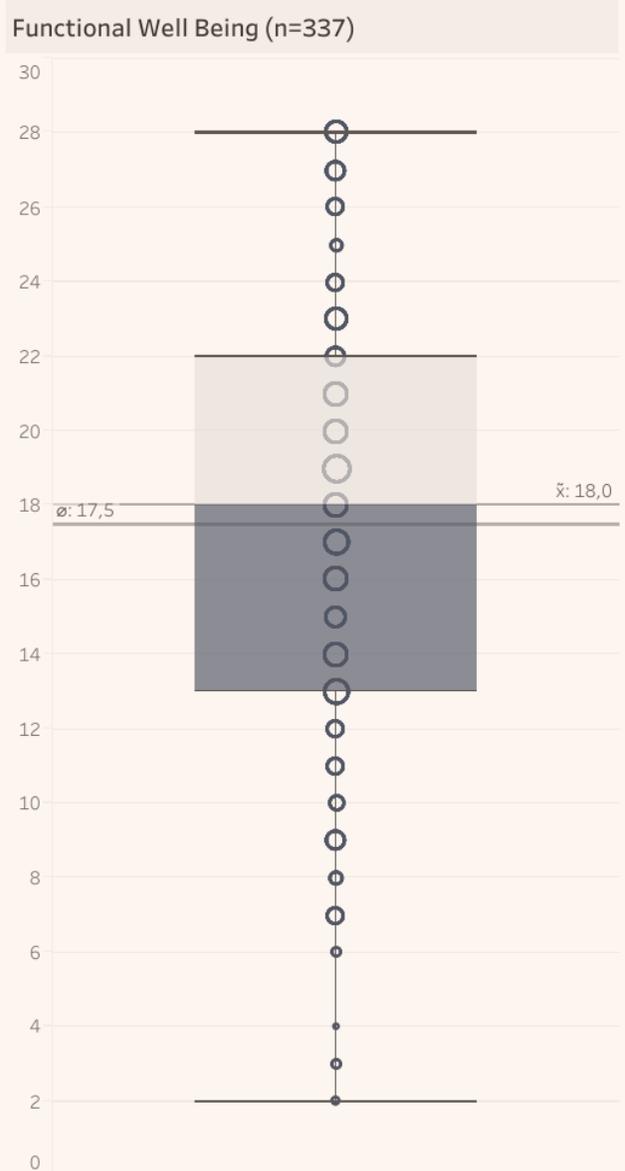
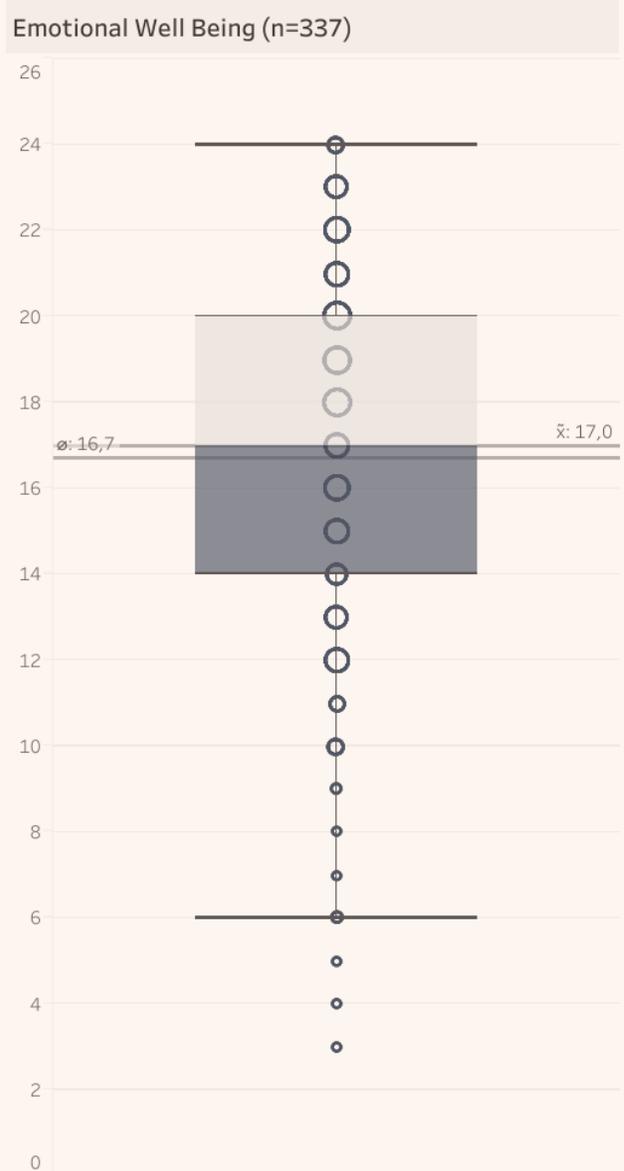


### Social/Family Well Being (n=1.441)



Cancer Stage  
Advanced status

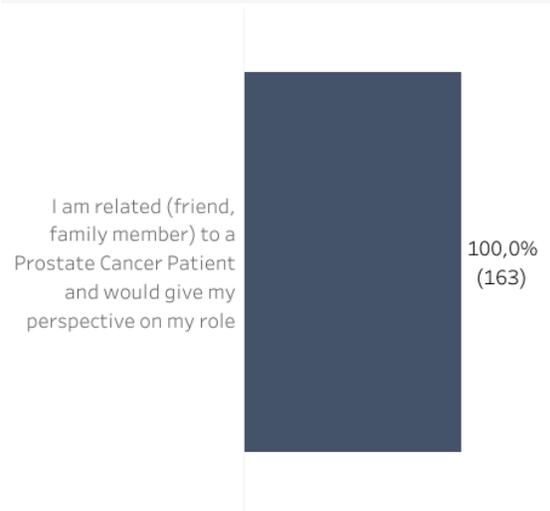
Source  
Alle



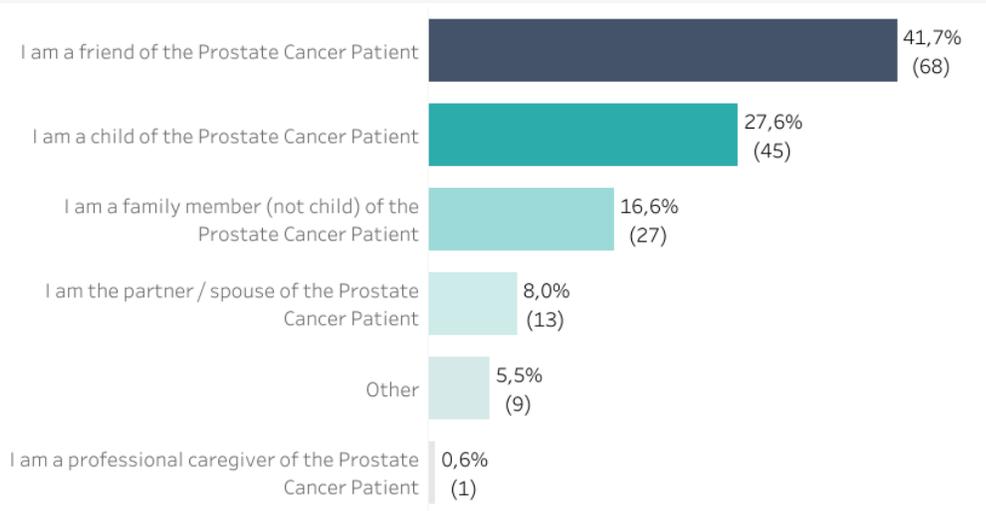


Cancer Stage  
Alle

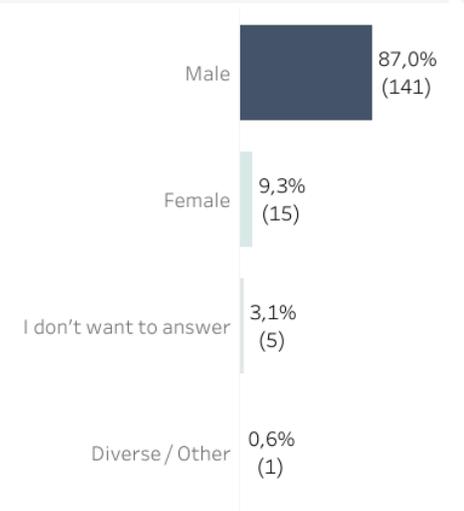
## Filled out the Survey as Caregiver (n=163)



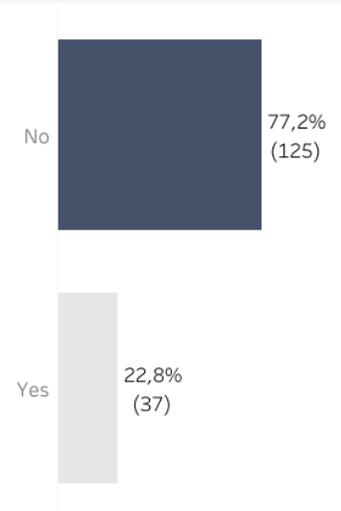
## Relation to Patient (n=163)



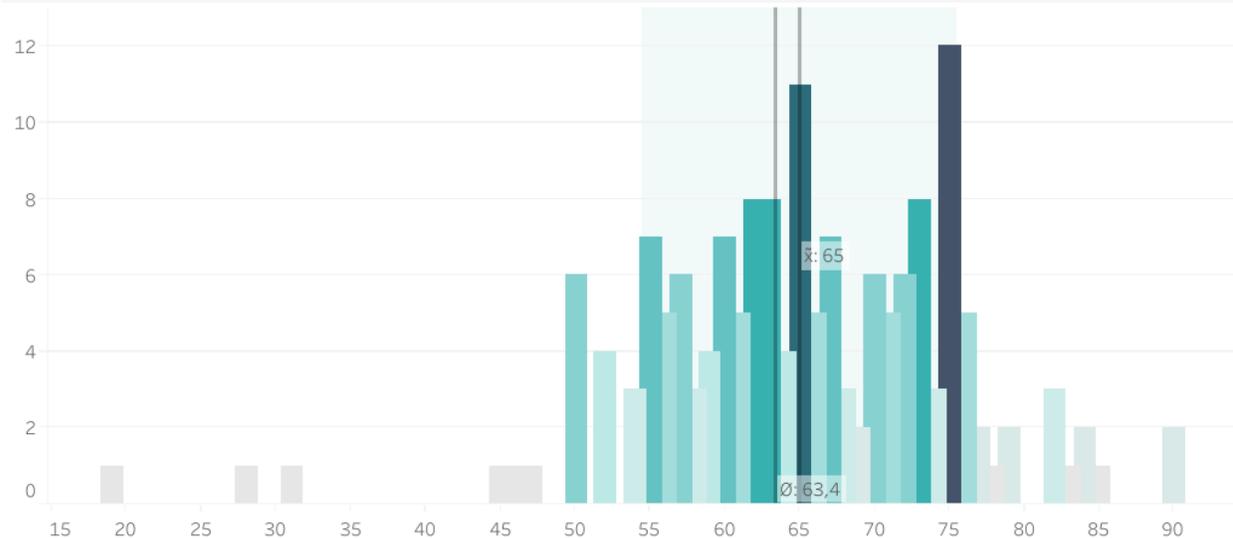
## Gender of Caregiver (n=162)



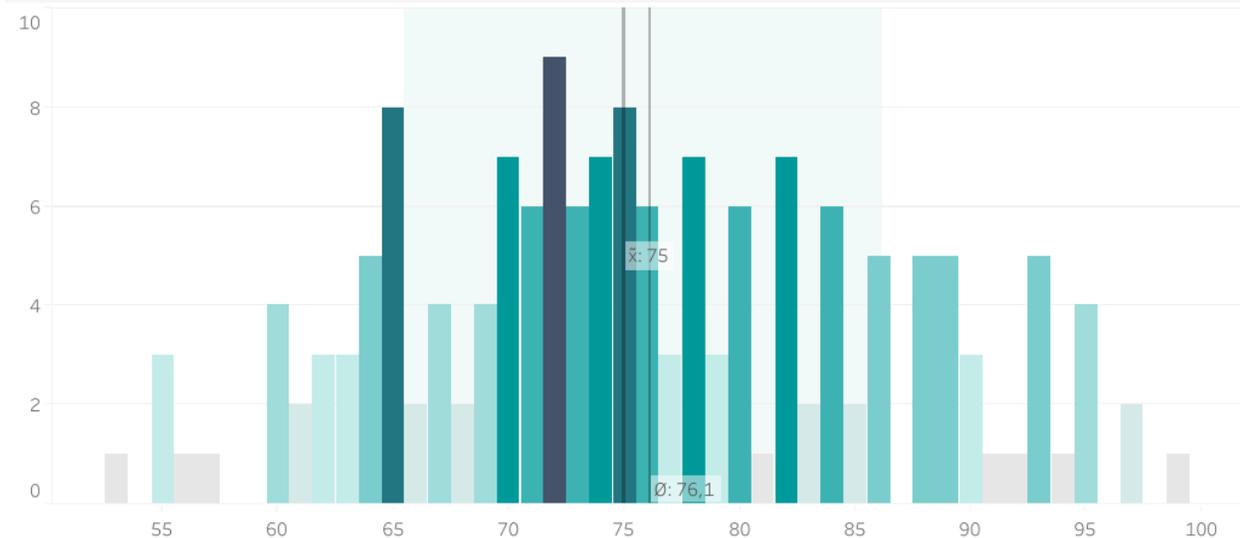
## Living with Patient (n=162)



## Age of Caregiver (n=163)

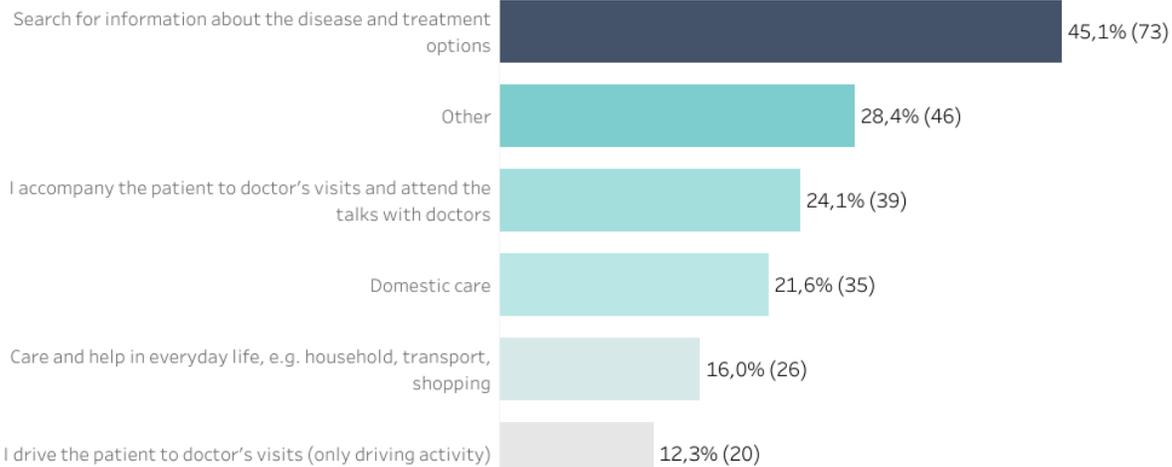


## Age of Patient (n=162)

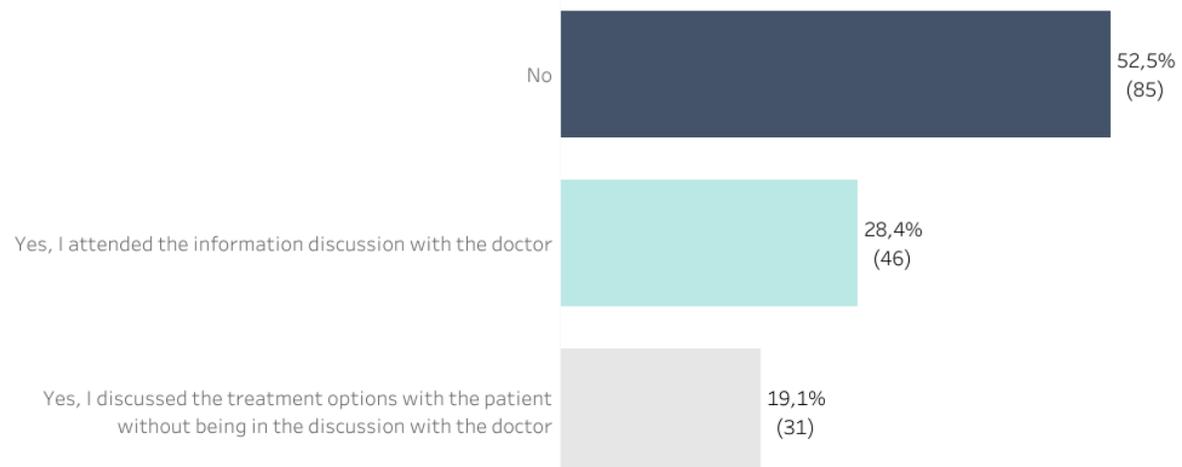


Cancer Stage  
Alle

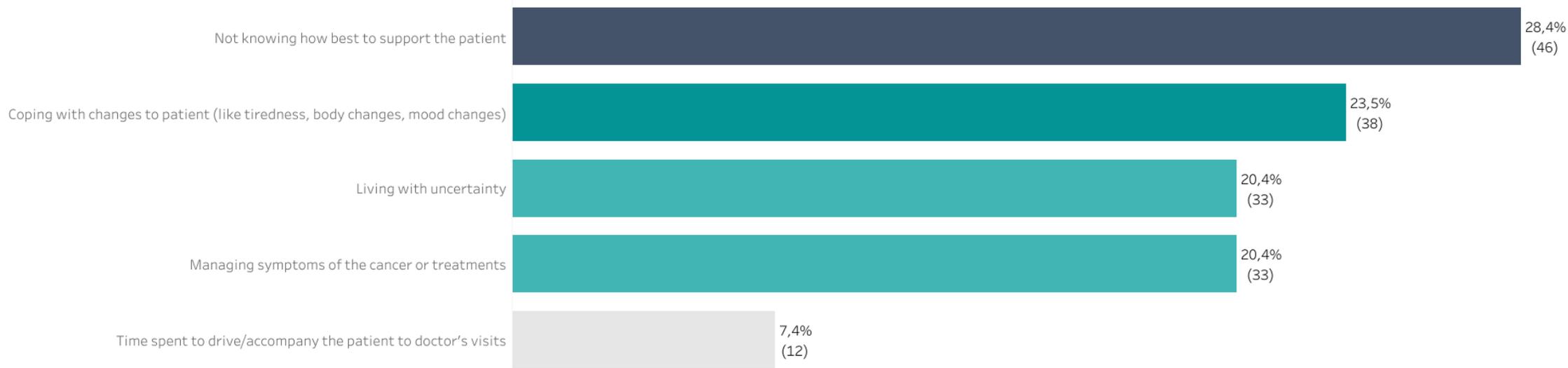
## Support of Patient (n=162) - Multiple Choice



## Involvement in Treatment Decisions (n=162)

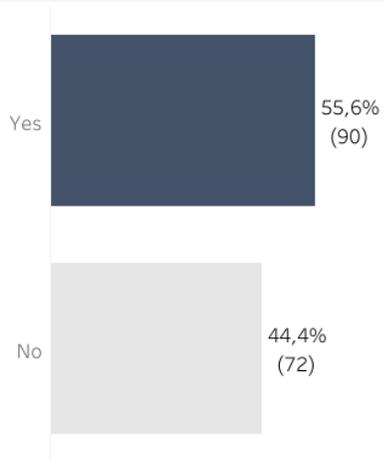


## Most challenging Factor in Caring (n=162)

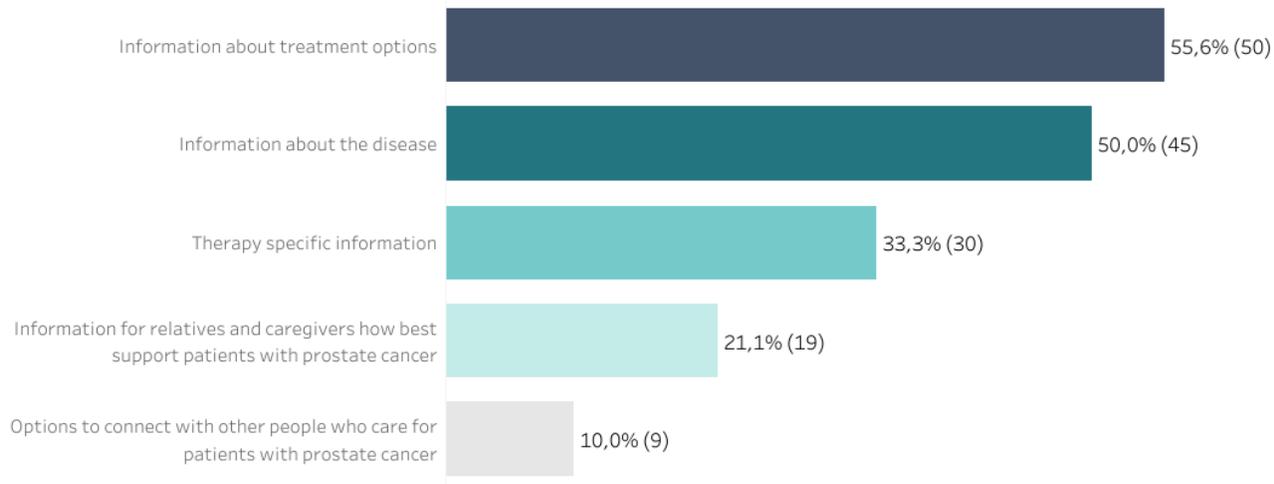


Cancer Stage  
Alle

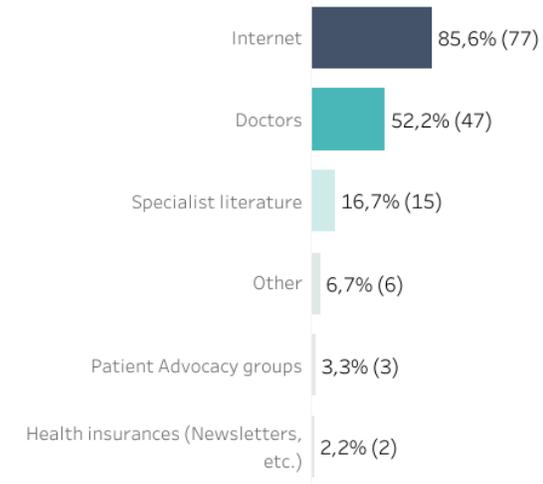
### Inform themselves about Prostate Cancer (n=162)



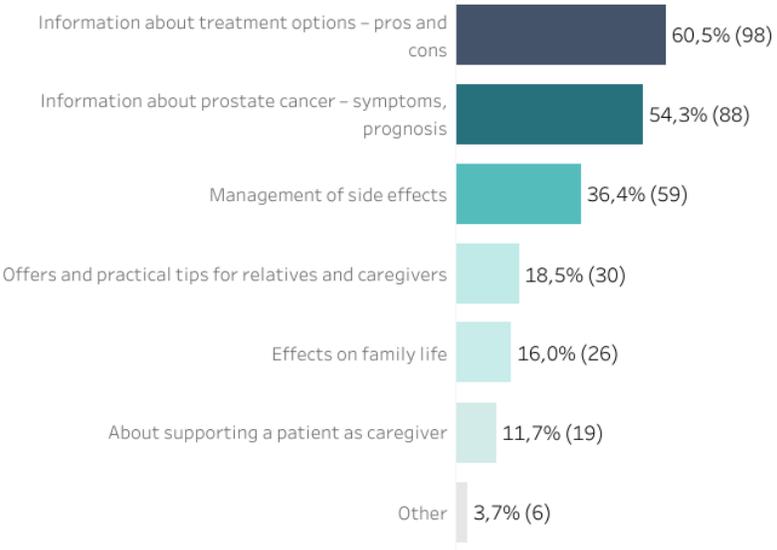
### Types of Information (n=90) - Multiple Choice



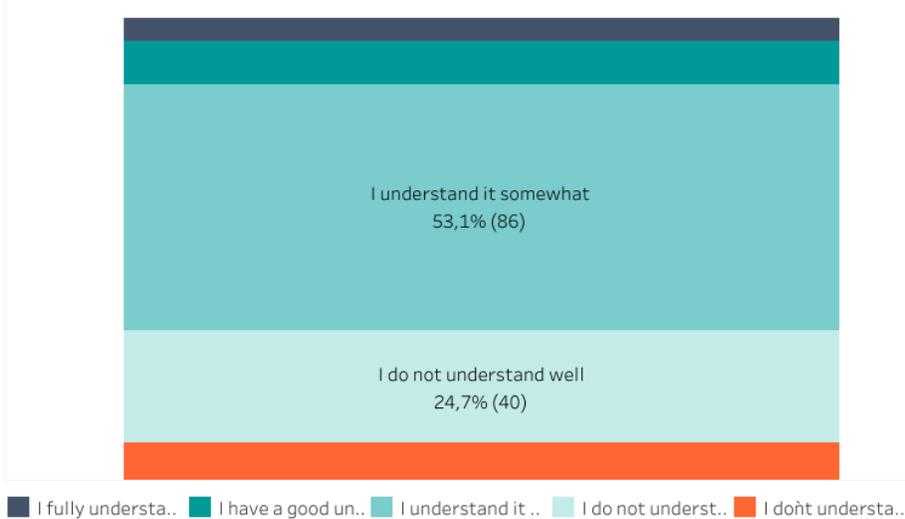
### Info Sources (n=90) - Multiple Choice



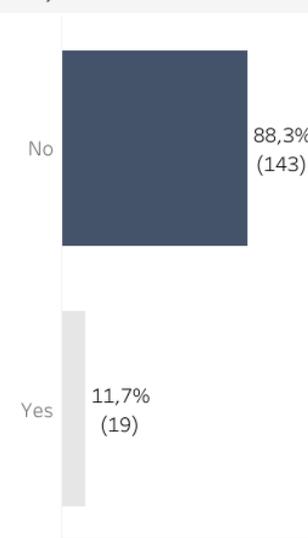
### Information Need (n=162) - Multiple Choice



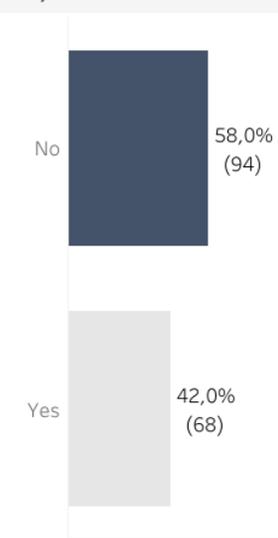
### Understanding of Options (n=162)



### In Touch with Support Groups (n=162)

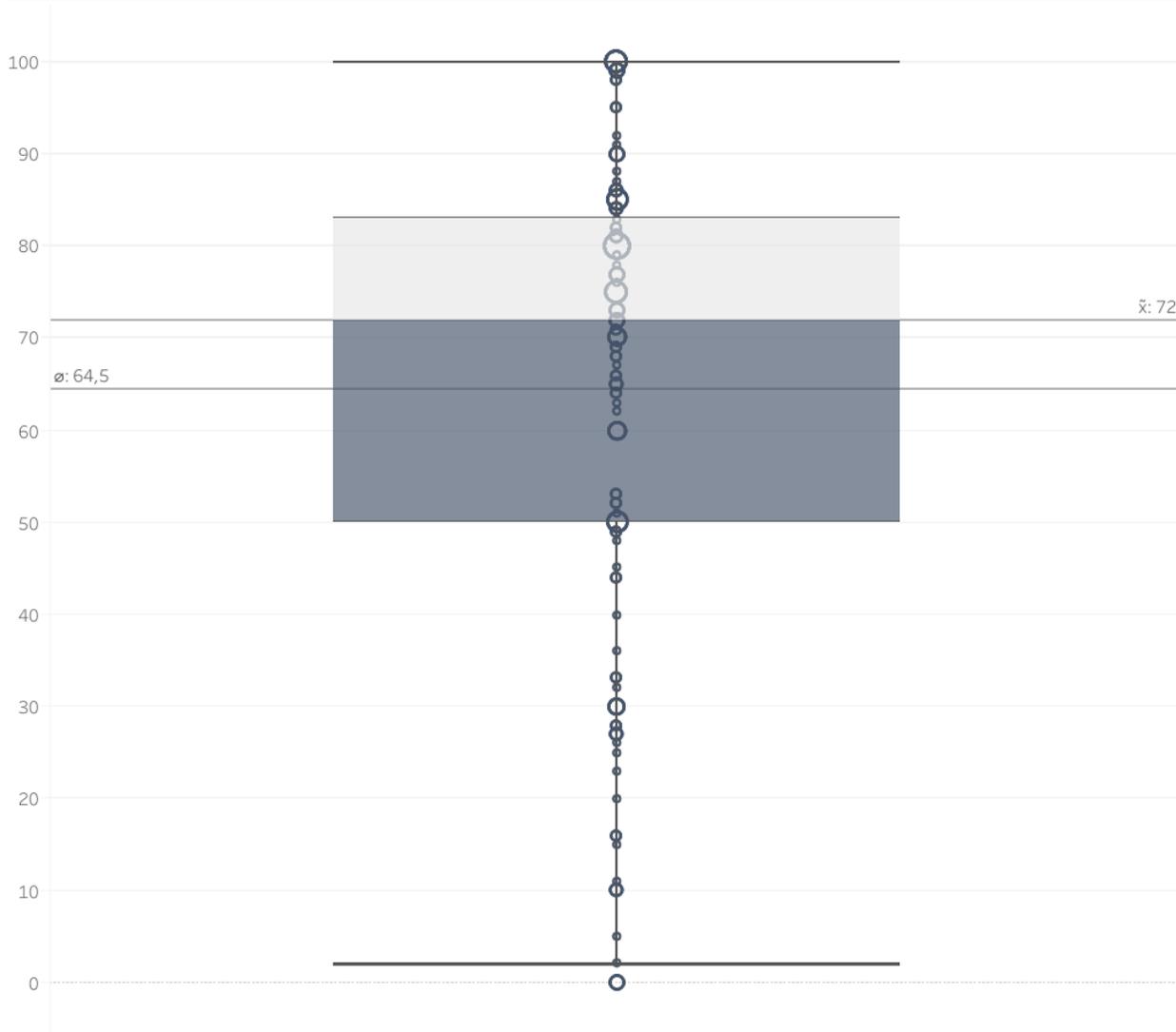


### Interest in Connecting (n=162)



Cancer Stage  
Alle

Feeling towards Radiopharmaceutical Therapy - CG (n=162)  
(0=Worrying, 100=Trustworthy)



Considering Radiopharmaceutical Therapy - CG (n=162)  
(0=Worrying, 100=Trustworthy)

