

# A NEW APPROACH TO PRECISION ONCOLOGY

At 2HM Health, we're involved in all sorts of industries, and equally versed in B2C or B2B. It's one of the things that makes our job so fascinating. Last May, Danish medtech company 2cureX commissioned us to conduct a market survey about "Oncologists' Attitudes Towards Functional Drug Sensitivity Testing". We interviewed 140 experienced oncologists specialized in gastrointestinal (GI) cancer as to their perspective on drug sensitivity testing, and 2cureX's IndiTreat® products in particular.

## **Drug Sensitivity Testing**

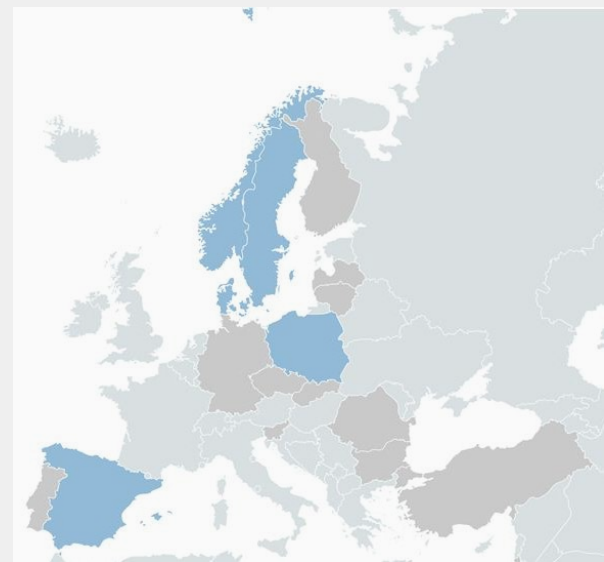
Through Drug Sensitivity Testing, 2cureX offers a tool that allows oncologists to know in advance which drugs are more suitable for each individual patient's tumor. This personalized match of patient and drug is expected to significantly improve patients' outcomes, while reducing toxicity and costs associated with current approaches, where the oncologist does not have this information upfront. In short, patients can potentially be given longer survival rates with a better quality of life.

Using tissue from a biopsy, 2cureX cultures in vitro hundreds of 3D replicas of the tumor - known as tumoroids - and applies different drugs and drug combinations to them. The company can then produce a sensitivity profile for that specific tumor (read patient) to help the oncologist's decision as to which drug to use. The IndiTreat® family of tests is currently focusing on metastatic colorectal cancer patients, although the principle can be applied in the future to any other solid tumor. By means of the survey, 2cureX wished to investigate oncologists' attitudes towards this innovative approach, to modulate its product development and commercial offering.

## **The process**

From our databases, we selected a total of 140 experienced colorectal cancer oncologists whom we interviewed between June and August 2022. We looked at three geographical areas: Scandinavia (home market for 2cureX), Spain (largest country with IndiTreat® distribution) and Poland (second-largest country with IndiTreat® distribution).

Participants were asked to respond to 36 questions about their current treatment practices, and their attitudes towards Functional Drug Sensitivity Testing. The questions had to be responded to in a scale of 1 to 7, with 1 being most negative and 7 most positive. For the purpose of this summary, we grouped the responses "1" and "2" as "negative response" and the responses "6" and "7" as "positive response".



## KEY FINDINGS

### 01

The chemotherapy backbones used in 1st line treatment are the same across countries, and the selection is made based on toxicity profile of the drug, patient preference or hospital protocol. **There is currently no personalization based on expected patient response.**

### 03

In contrast to 1st line, drugs used in 3rd line treatment differ significantly from country to country, reflecting the **differences in drug approvals and therefore their availability to patients** (more restricted in Scandinavia). The option of **not offering 3rd line treatment after second line fails** is exercised with significant differences per country: Scandinavia (22%) compared to Poland (16%) and Spain (8%).

### 05

Oncologists **massively believe that Drug Sensitivity Testing can be a useful tool to help select the right treatment for an individual patient.** 46% responded positively to that statement while only 7% disagreed. Among those who agreed to the statement, 83% said that drug sensitivity testing **provides a guidance for drugs that do not have an associated biomarker**, and 55% said that **genomics-only cannot predict the response profile of a patient**

### 07

**39%** of participants said they are **likely to use these kind of tests in the coming 12 months**, while only 12% responded they are not. A very strong indication of intention to use, which is remarkable considering that, as many participants commented, these type of tests are not yet included in guidelines.

### 02

One in three patients does not benefit from the 1st line treatment they receive. **The survey indicates that oncologists are comfortable with that outcome.** Up to 35% declared being satisfied, while most of the others (63%) are in the middle ground, and only 2% showed explicit dissatisfaction.

### 04

There's a **higher level of dissatisfaction with the outcome of the 3rd line treatments**, with only 17% of oncologists reporting being satisfied. The dissatisfaction is significantly higher in Scandinavian responders (28%), probably reflecting the more limited choice of drugs they have, compared to Spain and Poland.

### 06

An **overwhelming 54%** of customers clearly indicated they **would like to try a Drug Sensitivity Test with their patients.** Only 5% responded negatively. This extremely positive response confirms previous findings about the growing interest in Functional Drug Sensitivity Testing.

### 08

The statement **New tools to support therapy decision-making in colorectal cancer are urgently needed** was backed by **72%** of participants, summarizing the strong evidence that this is a real and present unmet clinical need.

2cureX found the results very useful and actionable. They clearly show that there is a demand for their product and provided deep insight into the threats and opportunities. The collaboration between 2HM Health and 2cureX will be expanded to more countries in Europe, in order to quantify and monitor the evolution of healthcare professional's attitudes towards Functional Drug Sensitivity Testing, a new category in the oncology IVD space.

For more information about how we can help you examine your target audience, please contact us here:

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