

# Case study example: Patient insights/QualityMetric

## AstraZeneca (AZ) asthma and COPD direct-to-consumer assessment

### Client

- AZ worldwide has sales of \$32B in 2010, growing presence in emerging markets such as China, Brazil, Mexico, and Russia
- A U.S.-based public company that offers 38 medications in these categories: respiratory, oncology, cardiovascular, gastrointestinal, neuroscience
- AZ offers Symbicort, a treatment for asthma and COPD

### Situation / Challenge

- AZ wanted to utilize a website, symbicort.com, as a resource for asthma and COPD patients
- AZ wanted to incorporate the Asthma Control Test™ (ACT) into the site as a way for patients to learn more ways to control asthma and to provide self-assessment

### Our Solutions

- Disease-specific Asthma Control Survey: QualityMetric provided the ACT survey working with Symbicort product managers and interactive and branding teams
- Innovative Delivery Platform: The web-based survey offered a dual purpose: an educational interaction, and a way for consumers to objectively understand how well their disease was individually under control in comparison to their cohorts

### Results

- OptumInsight/QualityMetric provided a solution to help identify potential customers for this treatment
- AZ was able to continue to provide a way to extend the relationship and to provide updated educational information and product coupons to drive promotions if desired