

Patient Value Mapping for Multiple Myeloma

Exploring treatment preferences of multiple myeloma (MM) patients

Who we asked...

To begin with, we conducted **in-depth interviews with 12 patients** with MM. We wanted to gain a deeper understanding of the experiences and challenges in the treatment of MM as well as the attributes that contribute to treatment decision-making.

This was followed by an **online survey with 124 patients** with MM in which participants evaluated their preferences for MM treatments through choice tasks.

What we did...

We asked participants to trade off the importance of the following options for MM treatments from a series of choice tasks



What we found...

Impact of MM on patients

High physical impact:



- Decrease in quality of life
- Decrease in engagement in work & hobbies
- Increase in focus on nutrition & exercise

High emotional impact:



- Depression/anxiety
- Apprehension about remission time / need to restart treatment
- Unease about loss of efficacy with existing treatment / running out of treatment options
- Fear of end stages and missing out on life experiences

Low social impact:



- Comfortable discussing with friends
- Engage in social activities that can be managed
- Loss of some friendships vs. strengthening of others / new ones formed

Low financial impact:



- Most are in a financially secure life stage / spouse generates income
- Medicare, income protection and superannuation
- Higher financial burden at some points, e.g. stem cell transplant - inability to work for longer period of time

Patient treatment preferences

We found two segments of patients who differ in their preferences for treatment characteristics:

Segment 1 - 60% of MM patients

- Patients in this group are more likely to be younger patients (<60) and patients in remission
- Overall survival is most important to this group, followed by remission period and avoiding severe side effects

Segment 2 - 40% of MM patients

- Patients in this group more likely to be older patients (60+) and patients not in remission
- Overall survival is also most important to patients in this group, followed by treatment mode/frequency and avoiding severe side effects

