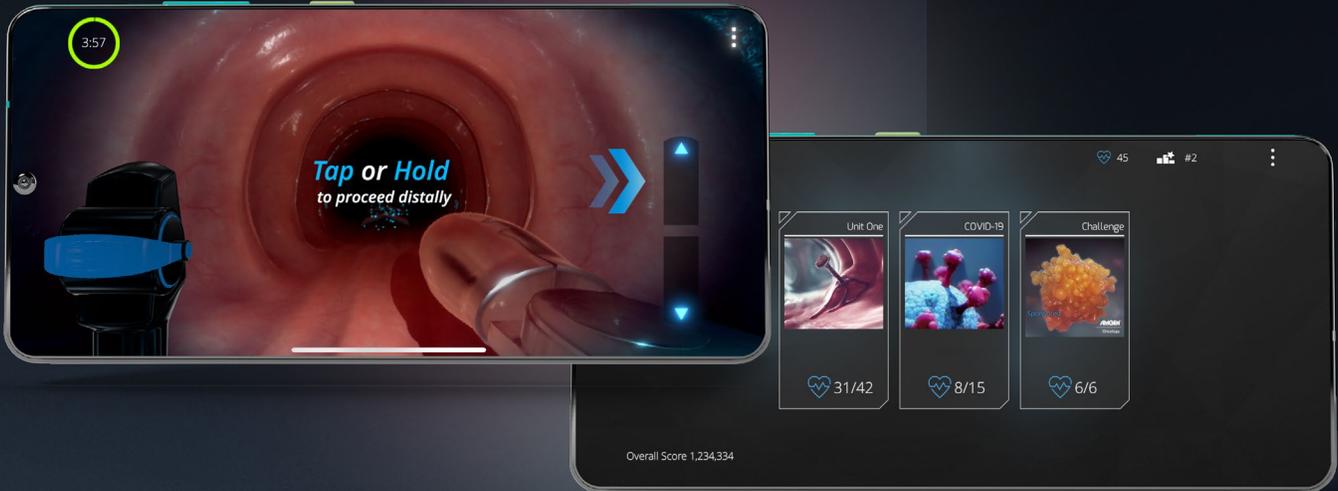


CASE STUDY

HOW AN ONCOLOGY BRAND INCREASED DISEASE AWARENESS & IMPROVED DIAGNOSIS BEHAVIOR USING THE NEUROSCIENCE OF PLAY



THE CHALLENGE

A world-leading pharmaceutical brand had developed an experimental cancer drug that targets a genetic mutation responsible for a common form of lung cancer. The brand wanted to raise awareness around findings related to a specific oncogene and convey the importance of biomarker testing at diagnosis to inform subsequent treatment options.

Objectives:

- Educate physicians about their clinical findings related to the cancer-causing genetic mutation.
- Allow HCPs to simulate the process of collecting tissues and conducting biomarker testing.

THE SOLUTION

Level Ex created an informative and engaging video game within our Pulm Ex app (available in the App store) that invites healthcare professionals to navigate a bronchoscope through the airways of a lung to remove biopsy tissue at the location of the suspected cancer mass. They then conduct biomarker testing to determine if the virtual patient tests positive for the targeted oncogene. The experience concludes with a series in which they interact with a 3D model of a protein while uncovering facts about the mutation.

The case provided HCPs with an extensive overview of the biomarker testing recommendations. Through Level Ex apps, the pharmaceutical company extended the reach of their awareness campaign. Furthermore, it also allowed them to establish biomarker testing for this specific oncogene as an essential step in correctly diagnosing and developing a treatment plan for specific cancer diagnoses.

THE RESULTS

Level Ex's data analytics provided the client detailed information about individual HCPs' interactions with the game, including:



TIME SPENT

Total experience time was **5 minutes** in game



REENGAGEMENT

Target physicians averaged **2.6 case plays**



BEHAVIOR CHANGE

HCPs who played again were more likely to run different panels and showed a **56% improvement in pass rate**, demonstrating the power of this experience to promote exploration & learning



BEHAVIOR INSIGHT

Game mechanics allowed the brand to collect insights on current HCP testing behavior