

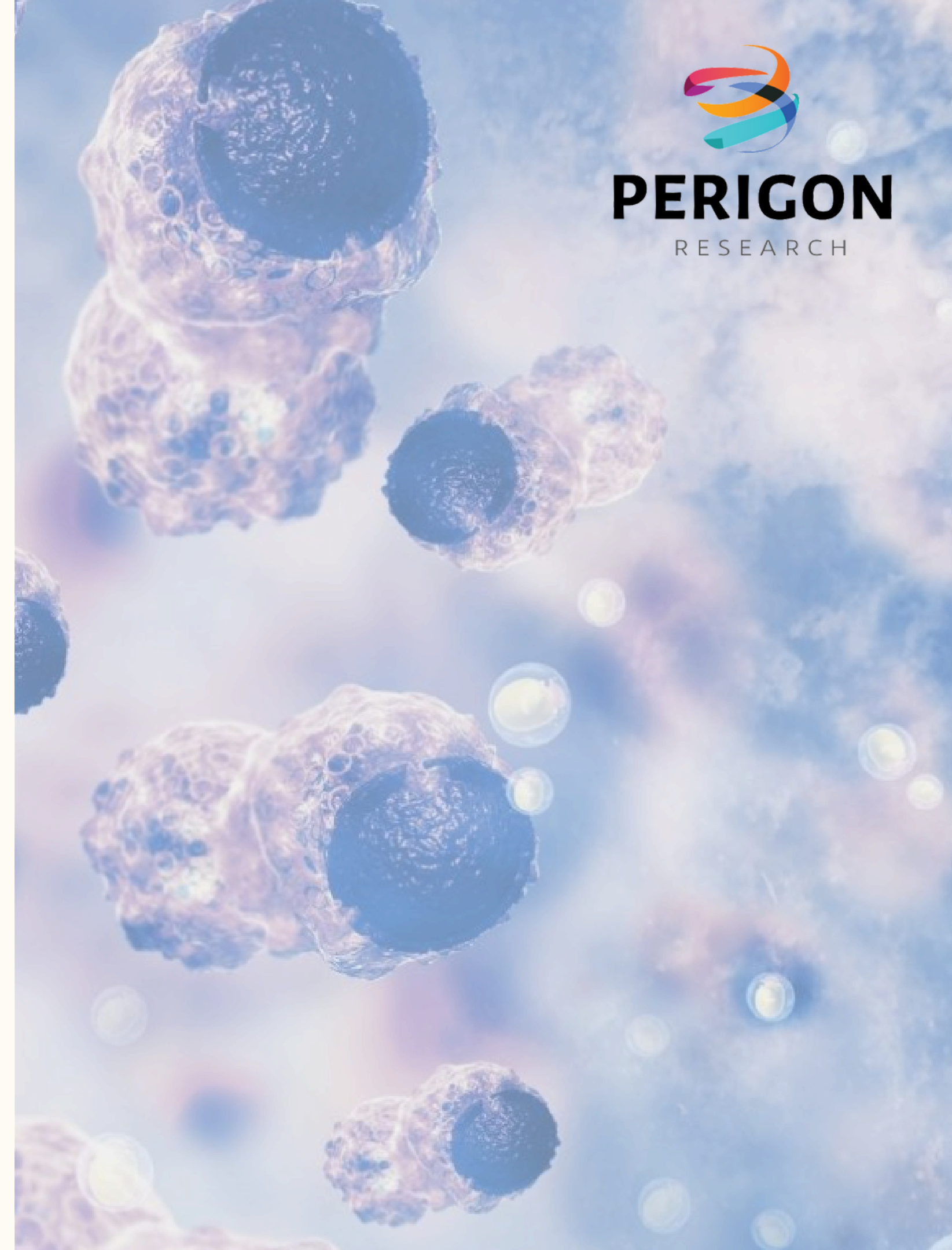
Case Study and Report



Case Study : Oncology – Patient Journey Mapping

Objective

To map the treatment journey of breast cancer patients
and identify support gaps



600 patients + 150 oncologists across US & EU.

- Online surveys
- In-depth interviews with patients & caregivers.

Approach

- Verified patients via support groups and prescription proof.
- Physician screening: min. 5 years practice + 20 oncology patients monthly.
- Random validation of 10%.

Quality Control

- Patients reported emotional support gaps more than treatment issues.
- Oncologists underestimated emotional/financial stress.
- Client introduced patient assistance programs for holistic support.

Outcome

Get in Touch



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