



Chronic Kidney Disease Market Research INVITATION TO PARTICIPATE

Introduction

We are an Australian healthcare market research company currently conducting a market research project on the management of Chronic Kidney Disease (CKD) on behalf of a large pharmaceutical company. The purpose of this research is to better understand the lived experiences of people living with CKD.

The following topics will be discussed:

- How patients typically navigate the CKD journey, including the challenges patients face and differences across patient demographics
- Barriers to timely diagnosis, referrals or support
- How patients engage with new treatments, education, and clinical trials
- Opportunities to improve patient engagement, education and awareness of new therapies and research
- Opportunities for patient organisations to partner more effectively with industry

Who we are looking for:

- Patient advocates who interact with people living with kidney disease

What's involved:

- A **50-minute Zoom interview** conducted by Marcus or Amelia at a time that best suits your schedule
- **\$150 honorarium** as a thank you for your participation
- We recommend using a computer so we can share materials during the discussion
- If you have any questions regarding this research, please feel free to contact Jennifer at jennifer@sowhatresearch.com.au

If you are available, please send us an email at jennifer@sowhatresearch.com.au confirming your interest and we will share a link with you to book in a time that's convenient for you.

We would be delighted if you could contribute your valuable perspective, we look forward to hearing from you.

Warm regards,
Jennifer Kensey

**Confidentiality/Privacy:**

So What Research is conducting this market research on behalf of a pharmaceutical company

By agreeing to participate in this market research, So What will collect personal information about you. This personal information will be used for the purpose of better understanding how CKD is managed across different healthcare settings. All personal information will be handled in accordance with So What's Privacy Policy, which can be found at: <https://www.sowhatresearch.com.au/privacy-policy>

Our Privacy Policy contains details as to how you may request access to your personal information, how to make a privacy-related complaint, and how you can withdraw your consent relating to the handling of your personal information.

Please note that if you mention any safety information (such as an adverse event or product complaint) during the course of this market research, we are required to report this to our client. If you consent, any personal information related to the safety information will also be forwarded to our client. We will need to report any safety information even if it has already been reported by you directly to the sponsor company or the regulatory authorities.

Our client will process safety information and related personal information as follows:

- Safety information and related personal information will be recorded in the client's global database in the interests of patient safety and in compliance with all applicable laws and such data will be assessed regularly to identify overall patterns.
- Safety Information and related personal information may be shared with other parties such as health authorities, the client's other entities, partner companies (e.g., license partners, consultants, IT service providers), other pharmaceutical companies, only where required by law.
- Where related to safety information, personal information will be stored in accordance with the client's retention policies and applicable law.

Please note that you may choose to remain anonymous. If you do so you may still participate in the market research. We will forward any safety information you may mention to our client without your personal information.