



The Max  
Foundation

Focus Group  
Access to PCR

# What is a focus group ?

- A small group of participants (5 – 15)
- Demographically diverse
- Moderated discussion
- Gain objective feedback, responses and reaction to related subject matter.

**Great tool to use for; evaluation of current programs, development of program messaging and future strategies.**



# Stating the problem.

## Background.

The Max Foundation provides donated Glivec to developing and underdeveloped countries.

- Several patients still do not have access to treatment.
- Access to PCR identified as barrier to access treatment.
- Limited access to PCR also translates to limited access to monitoring.



# Stating the question . . . ?

What are the barriers that advocates from different regions in the world face in efforts to advocate for better access to PCR ?

- Understand patient advocate perspective regarding **advocacy**.
- Understand patient advocate perspective regarding **increased access to PCR**.



# Getting the data

## Durban, South Africa 2013

- **11** Patient group leaders, each representing a different African country.
- Invitation and objective shared with participants **prior** to meeting
- Circulated a survey prior – To gather factual data.
  - To prime participant for the discussion.



# Getting the data

- 2 hour moderated session.
  - 1 Moderator/ facilitator - guide discussion.
  - 2 Observers – Verbal
    - Non Verbal.
- 5 Focused questions related to study subject.
- Detailed notes by the observers
- Internal process of data – cross reference between survey, verbal and non verbal.



# Worth It ?

- Highlighted ground level challenges.
- Insight into the patient perspective and regional differences

Lead to the development of a specific strategic plan of support for advocates and the engagement with partners towards access to increased access to PCR.

- Cepheid preferential pricing agreement.
- Advocacy Toolkit
- Spot On Initiative 365 – (Dry Blood Spots)
- Solidarity Fund, donated tests to identified countries.







THANK YOU!



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