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.
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!