



THERAPY SATISFACTION PLAYS AN EQUAL ROLE TO EFFICACY IN ADHERENCE

PATIENT CENTRICITY PROVIDING KEY INSIGHTS TO BRAND SUCCESS

THE CHALLENGE

A leading global pharmaceutical company wanted to determine the relation of efficacy, therapy acceptance and therapy satisfaction in influencing medication adherence for its intermittent long-term treatment for atopic dermatitis.

The company engaged Kantar Health, a leader in patient centricity and global innovation that's providing unique insight and robust data, thus enabling real-world answers to some of the healthcare industry's toughest questions.

THE KANTAR HEALTH DIFFERENCE

Through four consecutive non-interventional studies covering 16,000 patients at over 4,800 sites in Germany, Kantar Health accessed patients' perspective on treatment satisfaction and physicians' perspective on treatment efficacy and satisfaction.

We collected patient data through electronic data capture and paper-based diaries and symptom calendars, with reminders delivered via SMS text messaging. We also collected clinical data via the treating physicians, who also received regular provision of analyzed data of patient diaries and symptom calendars.

The patient diary data and symptom calendars showed that, on average, patients started our client's medicine too late or ended treatment too early.

Based on these findings, physicians were able to reassess their treatment algorithm, as well as discuss with their patients the importance of ongoing adherence to treatment.

Our client reworked its educational material to improve early prescribing and greater patient adherence and thus, the performance of their therapy.

AT A GLANCE

When examining the drivers behind medication adherence, there's more than meets the eye besides whether a therapy works or not.

In a patient centric world, therapy satisfaction often plays an equally important role in determining the rates of medication adherence and the ultimate success, or failure, of a brand.

FOR MORE INFORMATION, PLEASE CONTACT
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WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.