



MAYA'S SATISFIED  
WITH HER MEDS, NOW  
SHE'S THINKING ABOUT  
HER TENNIS GAME

**HEROFrame**<sup>TM</sup>  
THEM AND REAL WORLD OUTCOMES

**THERAPY  
SATISFACTION  
PLAYS AN  
EQUAL ROLE  
TO EFFICACY  
IN ADHERENCE**

## 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 to help find real-world answers to some of the toughest questions related to therapy satisfaction and medication adherence.

## 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 over 45 physician perspectives on treatment efficacy and satisfaction.

Electronic diaries and Symptom calendar through electronic data capture and paper-based diaries and symptom calendar