THERAPY SATISFACTION PLAYS AN EQUAL ROLE TO EFFICACY IN ADHERENCE

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

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.

Kantar Health created the HERO Framework™ to provide you with unparalleled insight into the many faces of today’s diverse healthcare consumers.

ABOUT 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.

TO FIND OUT MORE ABOUT THE HERO FRAMEWORK™

Please visit www.kantarhealth.com/hero