



PATIENT SUPPORT GROUPS OFFER MORE THAN YOU THINK

IDENTIFYING INTERVENTION OPPORTUNITIES ACROSS THE PATIENT JOURNEY

THE CHALLENGE

One of the world's leading pharmaceutical companies wanted to better understand intervention opportunities across the patient journey for immunology diseases and from the perspective of patient support groups. With significant unmet needs, the overarching goal was to learn how to better assist these patient support groups, including to better understand both the opportunities raised by patient support groups as well as future considerations when implementing initiatives.

With a focus on markets such as China, Taiwan, Japan and Korea, and given the differences in the maturity of patient support groups across these countries, the company needed to understand engagement opportunities both regionally, as well as those tailored for each country individually across the different therapeutic areas of immunology diseases.

The company engaged Kantar Health because of its expertise in stakeholder engagement and patient advocacy groups.

THE KANTAR HEALTH DIFFERENCE

Kantar Health adopted a qualitative, deep dive approach to understand the current gaps, as well as possible solutions, within the patient journey and from the perspective of patient support groups. Our qualitative work provided depth and

unique insight by holistically identifying the drivers of what patients seek from a patient support group, allowing our client to incorporate these needs in the interventions that our client would craft.

We also provided key information about the patients engaging with these support groups that provided insight into the socio-cultural needs of the patients engaging with these support groups. Importantly, this approach outlined the objectives that patient support groups have across the patient journey—awareness of the disease, diagnosis, biologics treatment, disease management and quality of life—and identified for our client the possibilities of a common framework of engagement across therapeutic areas.

Developed using the latest thinking in behavioral economics and behavior change dynamics, this framework provided our client with a strategic tool to support current programs in place by further optimizing and increasing their reach across therapeutic areas. Our client was also able to tailor future initiatives in each country based on support group maturity as well as the unmet needs and opportunities across different therapeutic areas. Kantar Health views this successful engagement as the foundation for clearly informing patient support groups and identifying the intersections or gaps across the patient journey that our clients can target with efforts to fill unmet need.

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.

AT A GLANCE

Patient support groups provide key information about who patients are, how they feel and what they are seeking. However, they also provide invaluable information about unmet needs and intervention opportunities to improve patient care and outcomes.

FOR MORE INFORMATION, PLEASE CONTACT
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