



WALKING IN ANOTHER'S SHOES

ONLINE MULTIPLE SCLEROSIS COMMUNITY SHEDS NEW LIGHT ON PATIENT LIFE

A global pharmaceutical company wanted a greater level of insight into the decision-making process of multiple sclerosis (MS) patients for choosing treatments. The company engaged Kantar Health, a world-class healthcare partner that's providing innovative research methodologies, proprietary data assets and patient-centric approaches.

Our client's blockbuster MS therapy was nearing its patent expiry, and the company sought to enhance its brand connection with MS patients and reaffirm its position amid market changes. The client sought an adaptive solution that was flexible and could address changing business requirements as they occurred.

themed content, exercises and questions were uploaded weekly for discussion and completion. This approach catered to the longitudinal nature of the client's informational needs and created efficiency and savings by eliminating the need to re-recruit respondents for each piece of research.

This format also allowed for responses to be monitored in real-time, enabling discussion around planned and unplanned research topics that emerged. This led to a depth of insight that would have been difficult to obtain otherwise.

Our client used the insights gained from this study to optimize its patient strategy and ultimately inform brand communications. The value of the exercise was reciprocated by patients, as many have maintained a relationship with the client and provided ongoing feedback on patient matters.

AT A GLANCE

Kantar Health's Online Community methodology provides a more intimate view of patient life observing up-close and firsthand patients' daily experiences with their condition and their relationships with their treatments.

GETTING CLOSER TO PATIENTS THROUGH AN ONLINE COMMUNITY

Kantar Health proposed a 10-week online research community where new

SAMPLE ONLINE COMMUNITY

Question 1

Over the next few days, I'd like to talk about treatment options and the decisions you've had to make. (Please note answers to most of these questions will remain private)

- Every relationship between doctor and patient is different. Please describe the role you play, and the role your neurologist plays, in detail. What are you responsible for? What is your neurologist responsible for? How do you feel about your relationship with your neurologist? How often do you interact with nurses during your visits? How would you describe your relationship with them? What are their roles in helping you manage your MS? How important do you compare to your doctor? Do you consider them to be good friends?
- How often do you interact with nurses during your visits? How would you describe your relationship with them? What are their roles in helping you manage your MS? How important do you compare to your doctor? Do you consider them to be good friends?

First set - Question 1

When looking at this set of images, what words or emotions come to mind? (Please list what use to best describe them as a whole)

Posted by kazwah on 02 Feb 2015 11:51 PM

I am responsible for taking my medication and reporting to my neurologist and if needed will bring me in for a consult. When I am well I would be lucky to see my neurologist. Over the past few years I have been seeing them more often.

When I am unwell I report my symptoms to the nurse. My neurologist is responsible for ordering medication. I would see the nurse upon every visit. I have a lot more contact with the nurse than I do with my neurologist. They are also very careful as no one is able to answer all my questions on possible side effects.

I feel as though they have my best interest in mind.

Posted by mummfoot on 05 Mar 2015 4:08 AM

Health, fitness, friendship, Family, Relaxation, love, fun

Posted by Argelicy on 05 Mar 2015 4:12 AM

Living
Laughing
Happiness
Healthy

Poll 4

How satisfied are you with your current treatment?

Option	Responses
1 - not at all satisfied	0% (0)
2	3.846154% (1)
3	0% (0)
4	3.846154% (1)
5	3.846154% (1)
6	0% (0)
7	23.07692% (6)
8	23.07692% (6)
9	19.23077% (5)
10 - extremely satisfied	19.23077% (5)

Posted by Makaan on 02 Feb 2015 11:31 PM

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.