



INSIDE THE PATIENT EXPERIENCE LIKE NEVER BEFORE

NEW METHODOLOGY UNCOVERS TRUTHS, REALITIES AND NATURAL ECOSYSTEM OF PATIENTS

A leading pharmaceutical company sought to rethink its standard approach to pre and post-launch marketing and medical activities by taking a patient-centric approach. The company aimed to acquire a rich understanding of the patient experience and influencers on patient behavior within the disease state and across therapeutic areas.

The company engaged Kantar Health, a world-class healthcare partner that's providing innovative research methodologies, proprietary data assets and patient-centric approaches, to assist in developing a new approach to launch excellence.

THE POWER OF CATALYTIC CONTACTS

Kantar Health adopted an immersive methodology approach called Catalytic Contacts. This methodology embedded the client in the real world of the patient it's seeking to understand – enabling the company to experience the natural ecosystem of the patient and, most importantly, play a pivotal role in the discussion and insight generation.

The method includes 60-minute, in-home, in-depth interviews with patients,

Kantar Health researchers and one or two pharmaceutical clients. The differentiating factor of this method is that clients are encouraged to lead, or at least participate in, the discussions with patients. We provide qualitative training on aspects such as sensitive moderation and projective techniques beforehand to clients.

The overarching premise of Catalytic Contacts is that we believe we can increase the rate and quality of insight generation due to the participation of an additional, key component – the client. With a catalyst, reactions occur faster. Through this approach, the client brings medical and marketing knowledge as well as clear needs and objectives.

Our client's first foray into this new methodology was so successful that the organization has now rolled out this method as a core component of launch and in-line brand optimization. The company commissioned Kantar Health Australia for additional projects for other major pre-launch brands. The insight platforms generated from these patient immersions have been fundamental to driving forward the organization's commercial activities.

AT A GLANCE

Many companies are struggling to truly understand the patient. The very nature of our industry – with ever increasing regulations and codes that limit access to the lives and journeys of patients and caregivers – distances us and our technologies from the patients we serve. Catalytic Contacts, a new methodology from Kantar Health, uncovers the truths, realities and ecosystem of patients, improving the service and support we can provide to patients, caregivers and society.

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.