BOB HAS A CRITICAL CONDITION BUT DOCTORS DON’T SEE THINGS FROM HIS POINT OF VIEW

HERO Framework
HEALTH ECOSYSTEM AND REAL-WORLD OUTCOMES

PARKINSON’S THROUGH THE EYES OF THE PATIENT
THE CHALLENGE
A mid-size global pharma company wanted to better understand Parkinson’s Disease across multiple stakeholders. They needed a partner to conduct assessments on care delivery and product value to optimize the commercial potential of an advanced Parkinson’s medicine in key markets.

The desired insight would benefit not only the company’s market research department, but their entire brand team, as the pharma manufacturer intended to use the information for multiple purposes, including:

+ Building knowledge around unmet treatment needs and patient care delivery needs
+ Understanding the emotional and rational needs of patients, caregivers and healthcare providers (HCPs) affected by Parkinson’s
+ Developing ways to foster the patient/caregiver and physician relationship related to this debilitating condition
+ Deriving a communications strategy that would support scientific publications, as well as educational and commercial materials

For the client, it was important to understand how the individual was affected by this disease and not just looking at the patient. The research results needed to be anchored in reality, thus Kantar focused on the person’s experience with the disease (their voice) as well as the evidence generated (e.g. validated scales and biometric data).

THE KANTAR DIFFERENCE
In order to achieve the most holistic view of healthcare consumers and their behaviors and motivations, Kantar employed its new HERO Framework™, which allows us to connect all of the dots using psychology, behavioral science, linguistic theory and anthropology. The framework – supported by our combination of Experience, Evidence and Expertise – combines our ability to listen to the patient, where we learn about their health experience and get to know their thoughts, emotions and wishes for better health; apply our unmatched patient-based evidence; and leverage our vast heritage of expertise to create an action-ready blueprint for achieving scientific marketing and commercial success.

Maintaining a patient centered mindset, Kantar developed a custom market research study focusing on patient’s and caregiver’s needs, their journey and quality of life. This focused research approach integrated active qualitative data collected via Kantar’s award-winning Lumi App (the technology records Parkinson’s patients’ in-the-moment quality of life) with passive biometric quantitative data collected via FitBit devices.

From there, we focused on hearing the “Voice of the Patient” through research involving patients and their caregivers. The documentation was done by the patient and also by their caregiver through short quantitative questions in the Kantar app; and also through videos, voice recordings and images.
UNDERSTANDING THE PATIENT EXPERIENCE OF THE CONDITION, IN THE CONTEXT OF THE PATIENT’S LIFE

We learned about patients’ good moments and about situations where they were reminded of their disease either physically or emotionally.

The key learning was clear to us. In order to reach a true understanding of patient needs, patient centered research needed to dive deeper and include active and passive data sources and techniques. Through the combination of experience and evidence we were better able to understand Parkinson’s Disease below the surface, where patients and caregivers have many intersections of conscious and sub-conscious needs.

The final report revealed unmet needs and gaps in both the market and satisfaction of patients and caregivers, as well as clear and actionable evidence-based recommendations on ways to commercially differentiate our client’s Parkinson’s Disease medicine. Kantar also secured Ethics Committee (EC) approval that helps guarantee review for publication, and a higher willingness to participate from patients as consent forms were in place.

To complement this holistic and integrated engagement, we’ve also undertaken two pilot studies to determine whether biometric data can be linked to patients’ physical and emotional well-being. The studies will create a link back to the patients’ experience with their condition, allowing us to better understand the obvious and hidden needs of patients through words they’ve spoken and their physical wellbeing.

To find out more about the Hero Framework™
Please visit www.kantarhealth.com/hero

ABOUT KANTAR
Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar’s 30,000 people help the world’s leading organizations succeed and grow.

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