



KANTAR



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

HEROFramework™
HEALTH ECOSYSTEM AND REAL-WORLD OUTCOMES

**THERAPY
SATISFACTION
PLAYS AN
EQUAL ROLE
TO EFFICACY
IN ADHERENCE**

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PATIENT-CENTRIC HERO FRAMEWORK™ PROVIDES KEY INSIGHTS TO BRAND SUCCESS

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

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 to help find real-world answers to some of the toughest questions related to therapy satisfaction and medication adherence.

THE KANTAR DIFFERENCE

Through four consecutive non-interventional studies covering 16,000 patients at over 4,800 sites in Germany, Kantar 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.

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.

For more information, please visit www.kantar.com/health