DIGITAL HEALTH INNOVATION: PROFILE OF EARLY ADOPTERS

Understanding adopter and non-adopter profiles with segmentation analysis

ASTHMA ● COPD
UK ● US ● Germany
BUDGET £20 - 30K

KEY DELIVERABLES

588 respondents

5 segments

1 profiling tool

CLIENT

A pharma company seeking to understand priority patient profiles for their digital health innovation and how best to engage them.

KEY QUESTION

Which respiratory patients should be priority targets for a digital health intervention and who do they trust for health advice?

OUR APPROACH

From our Patient Trendscoping study, we ran a factor and cluster analysis to identify 5 segments among a set of COPD and Asthma patients. We delivered detailed analysis to better understand their health and tech behaviours, as well as their preferred sources of health information. This provided in-depth insight into segments' key motivations, expectations, barriers and sources of influence for adoption.

RESULTS

A final report provided the client with a deep-dive into each of the 5 segments to evaluate their relevance as a target group and provide recommendations for effective patient engagement. A profiling tool was also delivered in order to segment respondents for future market research.

CLIENT FEEDBACK

Another project brief and another successful project delivery by the Think Next team!
They always go above and beyond by not just delivering what is asked, but what is needed!

Patient Experience and Innovation Lead

SOUNDS INTERESTING?

If you're interested in this approach or if you think we could help, contact us:
curious@thinknext.uk

or discover more of our work and values at www.thinknext.uk!

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