

## CASE STUDY

### PATIENT AND HCP ACTIVATION ON RISK AWARENESS

Harnessing patients trends, emerging expectations and behaviours to find new ways to activate patients and HCPs



T1 DIABETES ● T2 DIABETES  
US  
BUDGET \$75k- 100k

## KEY DELIVERABLES

500+

US diabetic patients and caregivers in survey

10

patient-centric trends

191

post-its from ideation workshop

7

'big ideas' shortlisted

## CLIENT

A US-based pharma company

## KEY QUESTION

How do we activate patients and doctors to drive awareness on a potentially serious condition, and on the treatment solutions that exist?

## OUR APPROACH

We leveraged our [Patient Trendscoping study](#) to understand attitudes towards health and technology amongst patients with t1 or T2 diabetes and family caregivers in the US.

We ran an innovation scan looking at innovative solutions in and outside of diabetes management; and we distilled our insights into a trend analysis to identify key patient trends to leverage for communication and awareness. We used this framework of 10 patient-centric trends as thought starters for an in-person ideation workshop with internal stakeholders.

## RESULTS

Following the cross-functional ideation workshop, we synthesised all ideas into 7 strategic directions to consider for patient, caregiver and doctor activations, with an evaluation of 'quick wins' vs. longer-term endeavours.

## SOUNDS INTERESTING?

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

or discover more of our work and values at [www.thinknext.uk](http://www.thinknext.uk)!

## CLIENT FEEDBACK

“ Think Next is very **disciplined** and **thorough** in their approach. They **deliver what they promised, and more.** ”

Market research Director