

CASE STUDY

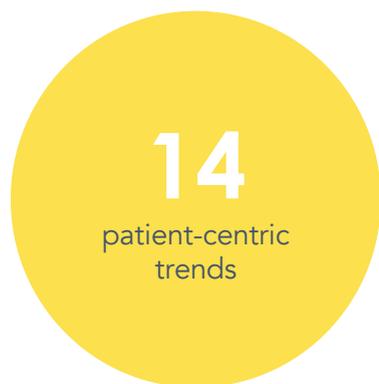
DISEASE AREA STRATEGY: PATIENT EXPECTATIONS FOR 2030

Shaping the disease area strategy and early drug development to meet patient expectations in 2030



RESPIRATORY • DERMATOLOGY
GLOBAL SCOPE
BUDGET £20 - 30K

KEY DELIVERABLES



CLIENT

A pharma company exploring new disease areas for early assets

KEY QUESTION

How might we shape our disease area strategy and early assets to meet patient expectations in 2030?

OUR APPROACH

In collaboration with the client's insight partner, we extracted insights from primary qualitative research with medical experts and patient associations, to select, evidence and present the key trends shaping patient expectations in 2030.

We ran an innovation scan to showcase 'early signals' of these trends and help our client understand potential implications for their assets' development strategy (e.g. diversity in clinical trials, novel endpoints, digital companions...)

RESULTS

We helped our client to identify patient-friendly exploratory endpoints, as well as digital solutions that may impact future patient journeys.

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!

Trend mapping: Trend x Indication

	Indication 1	Indication 2	Indication 3	Indication 4	Indication 5	Indication 6	Indication 7	Indication 8	Indication 9
Trend A	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend B	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend C	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend D	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend E	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend F	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend G	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend H	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend I	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend J	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend K	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend L	Very relevant	Relevant	Quite Relevant	Not relevant					
Trend M	Very relevant	Relevant	Quite Relevant	Not relevant					

Trend relevance: Very relevant, Relevant, Quite Relevant, Not relevant