

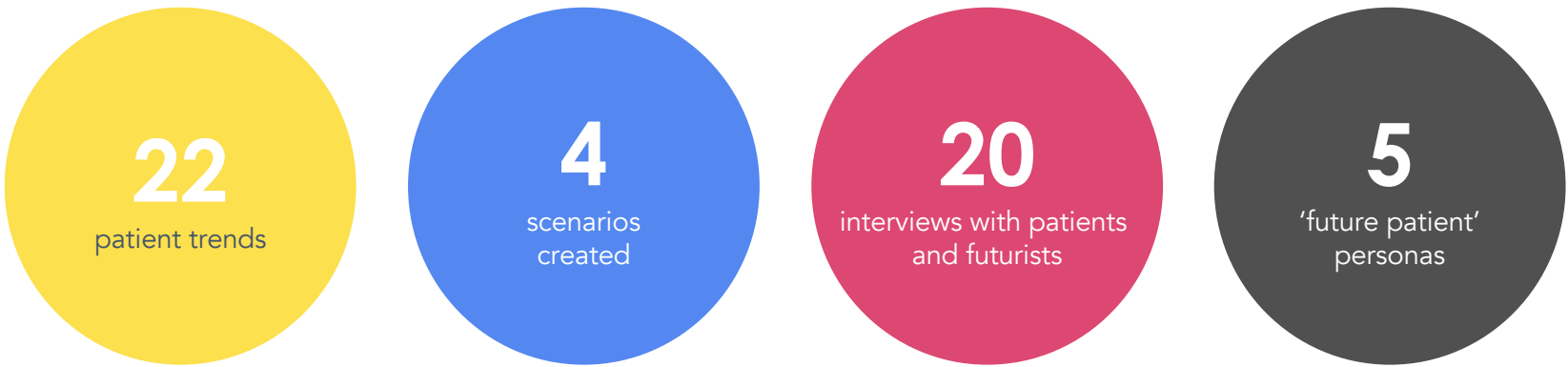
# CASE STUDY

## DIGITAL STRATEGY: THE PATIENT OF THE FUTURE

Anticipating patients’ expectations for digital health in 5 years to future-proof digital strategy

CARDIOVASCULAR ● DIABETES ● KIDNEY DISEASE  
GLOBAL SCOPE  
BUDGET £150 - 200K

### KEY DELIVERABLES



### CLIENT

A pharma company looking to propose a compelling, coherent and patient-centric vision for its digital health strategy

### KEY QUESTION

What will be a patient’s standard expectations for digital health in 5 years time?

### OUR APPROACH

We started with 25+ stakeholder interviews in 10 countries to get their views on emerging trends at local and global levels. We ran an external innovation review to identify trends most likely to impact patients’ behaviours, beliefs and expectations in five years, leading to a framework of 22 trends to assess and rank with internal teams.

Based on the key trends prioritized, we developed four potential scenarios for 2027. We pressure-tested them with external experts, patients and caregivers to assess likelihood and desirability of each scenario. We explored and ranked these scenarios with internal teams, and we defined the implications for the digital agenda in three key disease areas.

### RESULTS

The outputs of the scenario workshop were socialized widely across multiple teams usually working in silos: commercial & product development, digital health, IT, innovation hubs & patient-centricity. This helped our client to align on a vision of patients’ expectations and behaviors in the future, and to define long-range opportunities in 3 disease areas.

### 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

“ I highly recommend Think Next as a company with their **finger on the pulse of the future**. Their work is **exemplary** and will help **enable effective strategies**. ”

Patient Engagement Director

