CASE STUDY

THE PATIENT JOURNEY IN RARE DISEASE, TODAY AND TOMORROW

Mapping today's patient journey and articulating how it would evolve in the future with gene therapy

RARE DISEASE ● MYOPATHY
FRANCE, CANADA
BUDGET €10 – 20K

KEY DELIVERABLES

10+
hours of interviews

2
country deep-dives

CLIENT

A pharma company with an early asset on gene therapy for rare diseases in pediatrics

KEY QUESTION

What is current patient journey, and how should it look like in the future with the introduction of gene therapy?

OUR APPROACH

We supported the client and its insight agency with the qualitative research with parents of children affected, to understand potential barriers to treatment in two countries. We mapped out the patient journey from very early symptoms to treatment, to identify root causes of delay in diagnosis. We explored the parents' concerns and expectations regarding gene therapy, to understand what would drive their decision-making for their child's treatment.

RESULTS

We mapped the current patient journey and its gaps across several markets to understand local challenges and identify key points of change in the future.

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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