



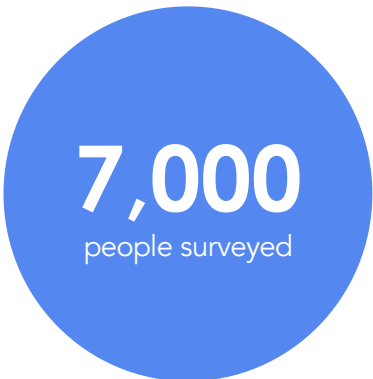
CASE STUDY

DIGITAL THERAPEUTICS LANDSCAPE AND PATIENT ADOPTION

Building the case for change for Digital Therapeutics in a large pharmaceutical company

CARDIOVASCULAR ● DIABETES ● KIDNEY DISEASE ● ONCOLOGY ● RESPIRATORY
GLOBAL SCOPE
BUDGET £150 – 200K

KEY DELIVERABLES



CLIENT

A pharma company with a large portfolio and siloed initiatives

KEY QUESTION

How to build the case for a digital therapeutics (DTx) strategy at enterprise level?

OUR APPROACH

We've proposed an approach with 4 key dimensions:

- The industry landscape: a summary strategy document covering definition of DTx, early success stories, regulatory and reimbursement pathways, typology of DTx, approaches to value generation
- The innovation review with 50+ DTx companies in relevant disease areas
- The internal view: stakeholder interviews to understand drivers of uncertainty, leading to a capability mapping across DTx lifecycle
- The patient view to understand patient readiness to adopt DTx, with patient focus groups and a quantitative, multi-country study to understand attitudes towards DTx (awareness, interest, readiness to pay) and help lift internal objectives and misconceptions

RESULTS

- Project materials were used for wide stakeholder engagement across many functions to align on definitions, strategic intent, roles and capabilities, enabling the cross-functional taskforce to secure senior sponsorship in multiple functional areas for the DTx agenda.
- Materials were adapted into a 2-h training curriculum on the internal training platform for wider enterprise circulation.
- Patient research was presented internally at global, regional and country level, and leveraged for external thought leadership interventions in a leading DTx conference.

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!

CLIENT FEEDBACK

“Bringing an expertise in consumer trends to the digital healthcare setting, together with fantastic customer focus and flexibility, Agathe and team have helped drive our strategy and deliver key business goals.”

Project Director, DTx development

