

CASE STUDY

KEYNOTE: TRENDS SHAPING THE FUTURE PATIENT EXPERIENCE

Inspiring insight teams with key trends shaping the future experience of people living with multiple sclerosis

MULTIPLE SCLEROSIS
GLOBAL SCOPE
BUDGET £5 – 10K



KEY DELIVERABLES



CLIENT

A pharma company leading in Multiple Sclerosis ((MS)

KEY QUESTION

How might we stimulate our insight teams to think of future trends impacting MS patients' pathways and care?

OUR APPROACH

For this keynote speech we focused on how patient expectations are evolving, with five trends that could impact a MS patient's journey in the future, ranging from the emergence of digital therapeutics (DTx) for mental health, to AI helping piece together the fragmented experience of MS, through the development of digital voice assistants to support patients in their day-to-day lives.

FORESIGHT BECOMES REALITY

A year after the event, our foresight became reality: a major pharma company and a DTx start-up announced a collaboration to use digital therapeutics for mental health of MS patients.

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!

AUDIENCE FEEDBACK

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Great topic and speaker with thought-provoking ideas that are relevant to the industry.

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Insight Manager