

CASE STUDY

INNOVATION WITH CONNECTED DRUG DEVICE

Investigating the opportunity for a connected drug device with patients & caregivers – a winning care for change?

RESPIRATORY
UK, GERMANY, US, CHINA, JAPAN
BUDGET £300 – 350K



KEY DELIVERABLES

5

co-creation
workshops with
patients, doctors
and caregivers

1,250

patients
surveyed

1

clickable
prototype tested

9

potential revenue
drivers evaluated

CLIENT

A pharma company preparing for a major product launch

KEY QUESTION

Shall we develop a connected drug delivery device?

OUR APPROACH

We started with understanding patient pain points and opportunities for digital interventions. Using personas and patient journeys, we helped the client “walk in the patient’s shoes” and ideate on possible solution features.

We ran co-creation workshops with patients, doctors and caregivers to test these ideas and to develop them into a clickable prototype. To build a global view, we also ran quantitative research in five markets, to compare patient expectations across countries and evaluate potential demand.

Armed with data and patient feedback from different countries, we defined which features the connected device and its companion app should have, assessed how our client could work with partners to bring the device to market, and shaped the business case.

RESULTS

- Our client developed a clear understanding of what patients and doctors wanted from a connected device, with a route to market and a thorough understanding of the business case.
- We also provided a toolkit documenting our patient-first approach for the client to re-use 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!

CLIENT FEEDBACK

“
The **best piece of strategic insight** I have seen since we embarked on this project.
”

VP, Product and Portfolio
Strategy