

CASE STUDY

PATIENT-CENTERED DESIGN FOR A DIGITAL COMPANION

Identifying what patients need from a companion app to help manage their chronic condition

CARDIOASCULAR ● KIDNEY DISEASE
UK, US, JAPAN, SPAIN
BUDGET \$100 – 120K



KEY DELIVERABLES

37

patients & caregivers interviewed

9

concepts tested

CLIENT

A pharma company looking to develop a digital companion for patients

KEY QUESTION

What should be the key features of a digital companion for our treatment?

OUR APPROACH

We started by understanding patient and caregiver pain points. After an internal ideation workshop, we developed nine concepts of digital health interventions to respond to each identified pain point. We tested these concepts through focus groups with 30+ patients and caregivers in four markets.

Based on patient feedback, current unmet needs, and alignment with brand strategy, we made strategic recommendations on features which should be prioritized.

CLEAR PATH AHEAD

The client gained insights into what patients and caregivers wanted from a digital health companion, how the future patient experience should look like and what this meant for their brand digital strategy.

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

“

*I highly recommend Think Next. Their **knowledge in the digital health space**, and their ability to gather and consolidate insights with many stakeholders made the output **highly valuable**.*

”

Global marketing director