

CASE STUDY

UPGRADING PATIENT SUPPORT PROGRAMME: KEY TRENDS TO ACTIVATE

Proposing innovative ideas to improve a patient support programme and deliver a better patient experience

CONDITION: SHORT BOWEL SYNDROME
COUNTRIES: US, EUROPE
TIMELINE: 1 TO 2 WEEKS



KEY DELIVERABLES



CLIENT

A pharma company specialised in rare diseases

KEY QUESTION

Which trends and innovations in the health care space can be inspiring to upgrade our patient support programme & stay ahead of the curve in terms of patient experience?

OUR APPROACH

In partnership with the insight agency in charge of the qualitative research with patients and caregivers, we identified key themes from the research and we mapped them to 4 key consumer trends relevant for patient education & patient engagement.

These trends were illustrated by a selection of 15 innovative examples from the health care and life science industry, with a mix of innovations suitable for adult patients, for children, and for their family caregivers.

The trend presentation was used to facilitate a brainstorming session with the client team & propose concrete ideas to improve the patient support programme.

RESULTS

We helped our client to identify innovative ideas that resonate well with patients' pain points, to deliver a better patient experience through an enhanced patient support programme.

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!