#### CASE STUDY

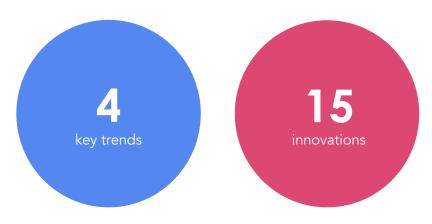
## UPGRADING PATIENT SUPPORT PROGRAMME: KEY TRENDS TO ACTIVATE

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: <u>curious@thinknext.uk</u> or discover more of our work and values at <u>www.thinknext.uk</u>!

