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MASTERING INTEGRATED INSIGHTS
CARIBE ROYALE, ORLANDO APRIL 24 - 26, 2017



The Patient Journey Evolution

A Case Study

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SKIM



Digital is transforming business and Healthcare is no exception

70%

US consumers use a
digital channel to
manage health &
wellness

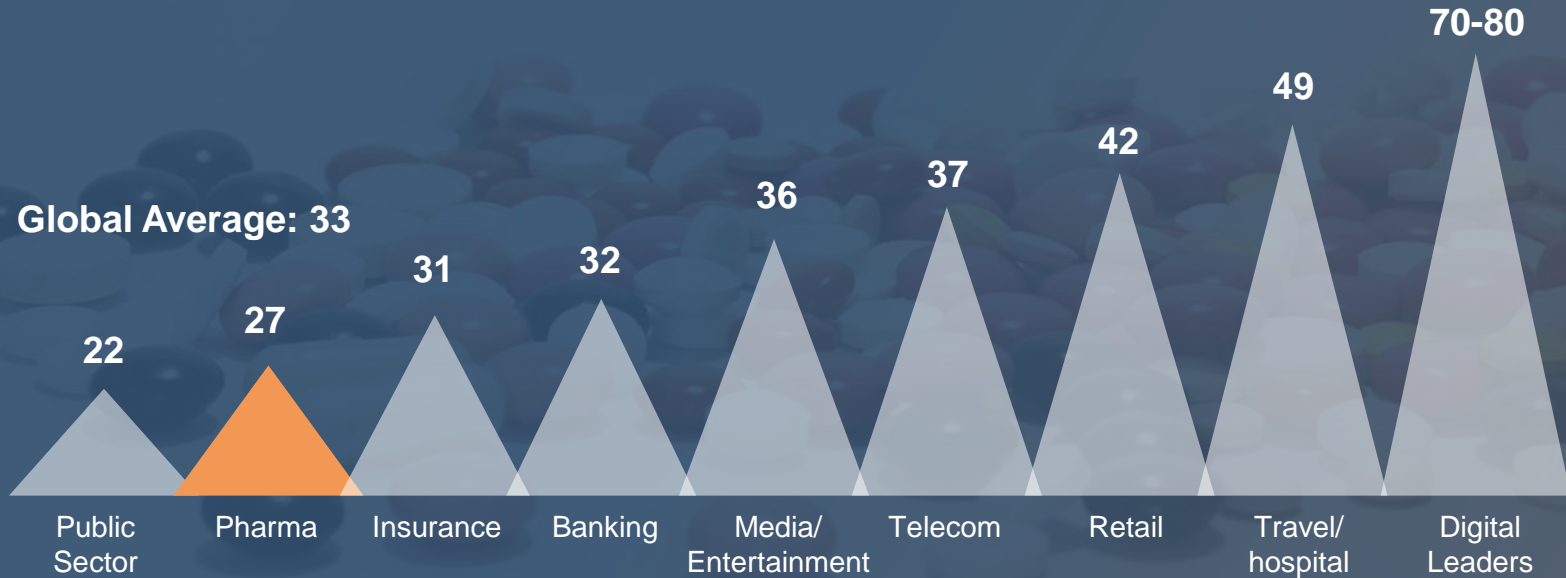
50%

US HCPs use 3+
connected devices
professionally

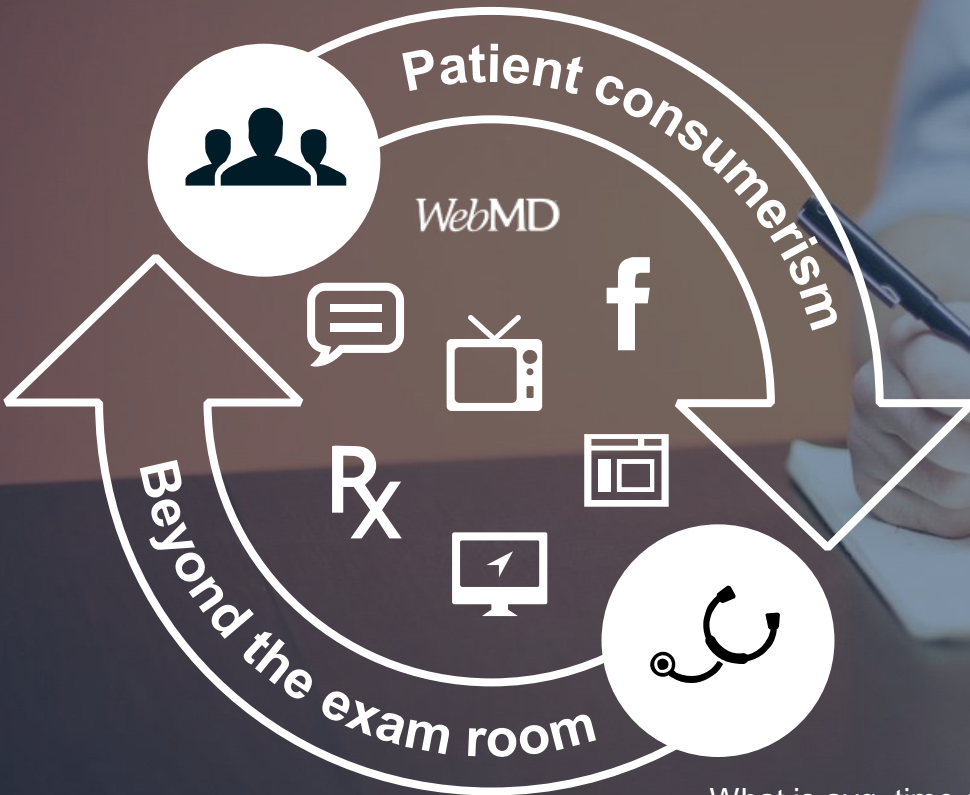
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Top Pharma has a
chief digital officer

But Pharma is lagging behind



Distribution of Digital Quotient score by industry (global), points, out of 100



Patients are empowered with more info and choices than ever, yet their expectations haven't been met

What is avg. time of a HCP visit?



Patients expect more and better experience

Personalized communication

- Format
- Tonality
- Interface
- Localized

One-stop experience

- Trusted one-stop info source
- Simple and easy interaction

Personalized services

- Alert
- Patient support
- Beyond the pill / holistic therapy

A person is walking away from the camera on a long, narrow wooden bridge that stretches across a body of water. The bridge is made of wooden planks and has metal railings on both sides. In the background, a city skyline is visible under a clear sky. The overall scene is bathed in a soft, golden light, suggesting either sunrise or sunset. The person walking is wearing a dark jacket and a backpack.

This calls for an evolution of patient journey & experience research

Patient centric

Actionable

Small data + Big data

Patient-Centric

SKIMM

While it takes the patient perspective, traditional patient journey is largely a treatment journey



What if we take a different starting point?



Case – an iterative approach starting with patient stage profiles

Phase 1 (diverge)



Informational



Emotional



Clinical

Phase 2 (converge)





Informational, emotional, and clinical gaps

Initial

Symptoms

Diagnosis

Disease management



Unaware

Confused

Overwhelmed or
condescended

Skeptical and ill-
equipped



Left out

Self-conscious,
burdensome

Uneasy, alone

Isolated, disempowered



Unprepared

Delayed

Prolonged

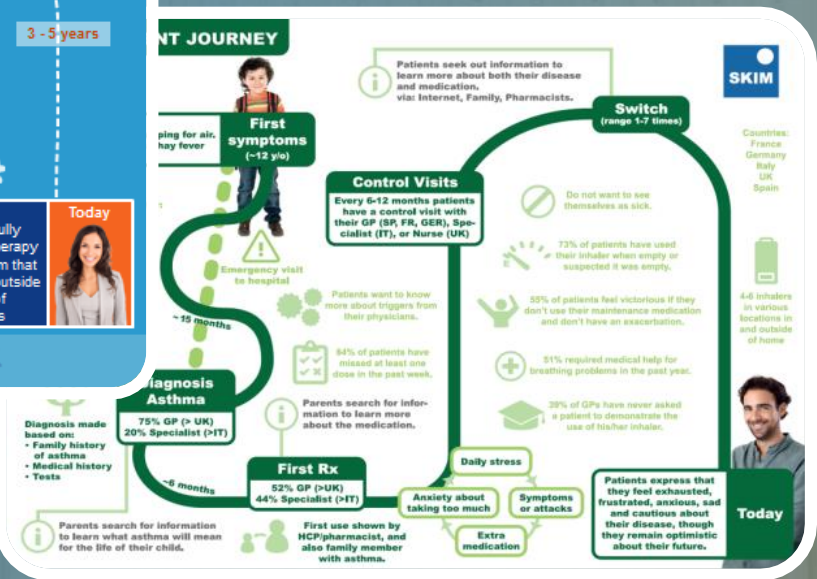
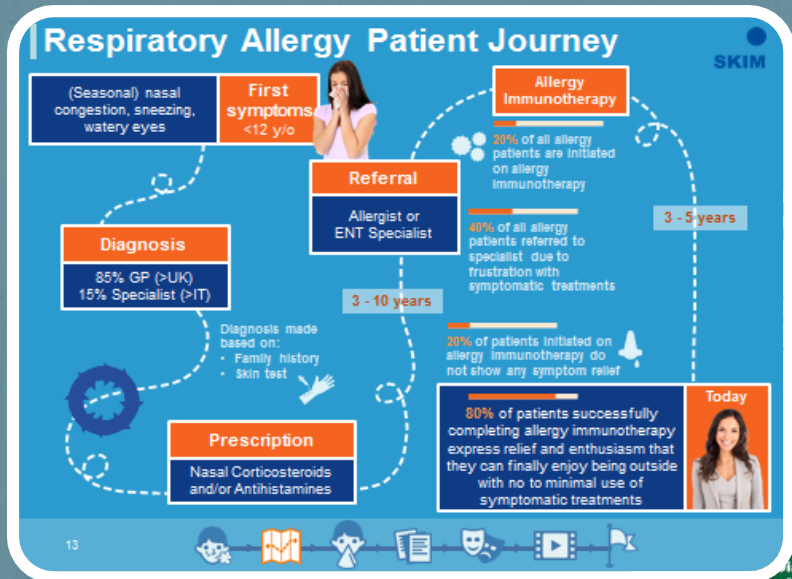
No systematic approach



Actionable

SKIMM

Qualitative journey work tends to be descriptive but **lack focus**



Making it actionable takes two level of prioritization

Sub-journeys

Key Moments

Considerations to prioritize a sub-journey

1. Where is battle ground? (e.g. first to market vs. 4th line)
2. Highly important to a brand with immediate commercial impact (e.g. new patient on-board journey)
3. Limited clarity & existing knowledge for a sub-journey (e.g. pain points in starting a new biologic)
4. Targetable with current marketing programs (e.g. patient support)
5. Preferably with measurable metrics (e.g. establish a baseline on-board experience measurement and track the results)

Action guide

What (Content)

Where (Touchpoint)

Acquisition

Retention

Case – convergence phase focuses on key moments and key leverage points



Key leverage points

Key Pt questions

Key influencers

Initial

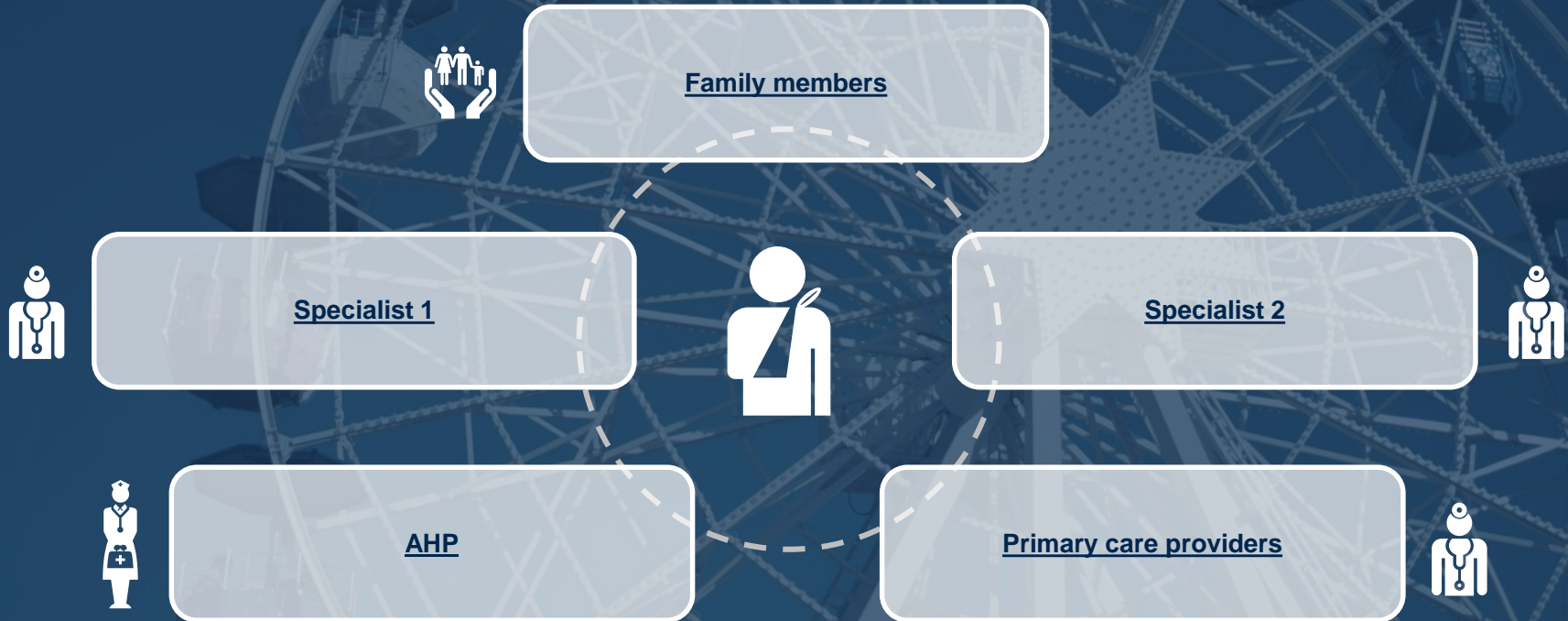
Symptoms

Diagnosis

Management



Developing an ecosystem experience view centered around patients



Key leverage points along the journey



Leverage Point: Explain what disease is and what to do if symptoms present in order to obtain an earlier diagnosis



Leverage Point: Explains detailed information in patient-friendly language, but does not overwhelm.



Leverage Point: social support to prevent isolation, and resources for handling social situations and employment.

Initial

Symptoms

Diagnosis

Management



Leverage Point: Disease education is needed to target HCPs and help them recognize disease more quickly in these patients. Specialist 1 should be targeted in particular.



Leverage Point: Establishing a comprehensive disease symptom management / treatment plan presents an opportunity for the HCP to restore trust with patients

Small Data + Big Data

SKIMM

Looking forward – three areas for integration

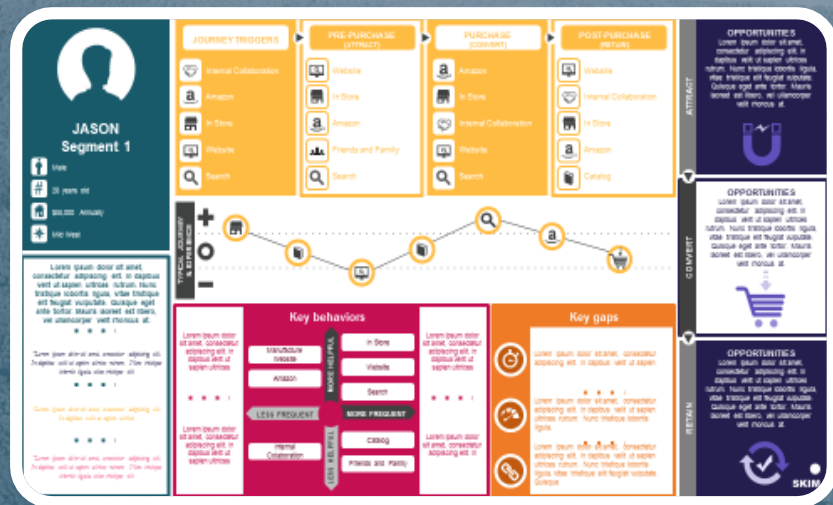


Quantitative data

EMR

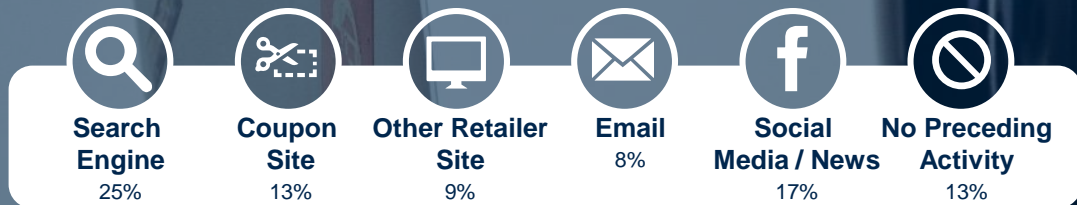
Digital behavioral
data

Quantitative OTC Journey



EMR

Digital Behavioral Data



Preceding Retailer Visit



First Page visited at a Retailer



Search Terms

Product Search	Retailer Search
XXX	Amazon
XX	Walmart
YYY	Target
ZZ	Kmart
ABC	Samsclub
	CVS
	Walgreens



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