

REFRAMING PATIENT JOURNEY

New perspectives and implications

In the dynamic world of pharmaceutical development, understanding the patient journey is a pivotal aspect of creating successful and impactful brand and commercial strategy.

In a recent webinar, entitled 'Reframing patient journey: New perspectives and implications from an early-stage asset to an established brand', Branding Science experts **Sarah Blakeston, Jo Gryniewicz** and **Shirley Shadur** and **Nick Ross**, explored the significance of the patient journey across various stages of the product lifecycle. Read on for our summary of the key insights from the webinar.



Branding Science
Group

The essence of **patient journey**

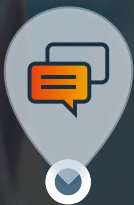
The patient journey represents the path a patient takes from 'the onset of symptoms, through diagnosis, to treatment of their disease'. It's not just a linear progression; it encompasses the complex web of experiences and interactions (rational and emotional) within the healthcare system. In essence, it's an 'insight map' that provides a profound understanding of the patient's lived experience.

The early asset phase: **Setting the foundation**

During the early development stages, patient journey insights play a critical role in **informing strategic decisions**. Therefore, it's important to align cross-functional teams and clinical evidence planning with the right patient population, endpoints, and clinical program. The insights are instrumental in shaping the clinical and evidence plans, helping the team determine where they need to focus to unlock the opportunity and establishing a vision for the asset.



Key considerations for gathering insights in the early asset phase include:



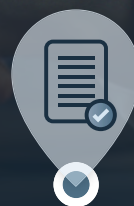
Speaking to the right KOLs so you can understand the future environment



Eliciting input from payers to gauge the unmet need and potential value proposition.



Gaining an initial patient perspective, to guide PROs, identify market shaping needs, and understand what may be needed to optimise the trial experience



Understanding the emotional burden of the disease, to shape a meaningful vision.

The brand building phase: Crafting an engaging positioning, identity and narrative

As the product progresses towards phase three and the launch phase, a shift from product-centricity to brand-centricity takes place.

The goal is to create an engaging brand with a strong emotional positioning, identity and narrative that connects with stakeholders. At this stage, insights from doctors and patients from various backgrounds are crucial. Deep behavioural science and sentiment analysis can help uncover subconscious drivers of behaviour.



Key considerations in the brand-building phase include:



1

Engaging a broad spectrum of patients and healthcare professionals.

2

Extended engagements to get beneath the surface and use of behavioural science frameworks to understand painpoints.

3

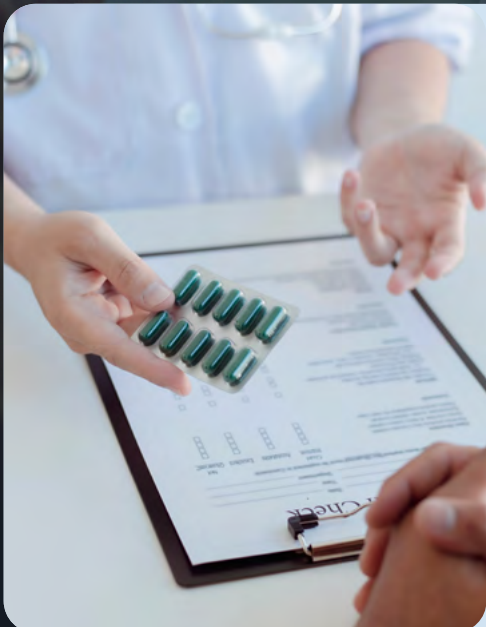
Cross functional team workshops to leverage deep emotional insight to build an engaging brand positioning.

The post-launch phase: A reality check

Post-launch, it's important to take a reality check. Real-life patients and healthcare providers may reveal different challenges and needs compared to those identified during clinical trials. The patient journey is revisited with a narrow focus to address current roadblocks and leverage points in the patient experience.

The goals and priorities in the post-launch phase include:

- Adapting to the actual experiences of patients and treaters
- Rebooting previous assumptions and challenging them
- Optimising communication strategies and actions to establish an engaging brand and dominate the category



Key takeaways for **effective patient journey work**

The patient journey is not a one-size-fits-all approach. It should be tailored to specific strategic needs, focusing on the early asset, brand building, and post-launch phases.

The patient journey serves as a guiding framework. The key is to start with the end in mind, leverage the insight to align on a strategy that keeps both feet on the ground and eyes on the stars to give your medicine the best opportunity of reaching those who can benefit from it most.

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