

HOW SUCCESSFUL PHARMA AND BIOTECH LAUNCHES

Put the Patient Lens at the Center of Brand Strategy

A positive patient experience is the ultimate goal in healthcare, and leading pharma and biotech companies are increasingly focusing on patient centricity as a core aspect of brand strategy.

By viewing the patient as a whole – considering their physical, emotional and socio-economic needs – biopharma firms can create more effective treatments and build stronger brand loyalty. In doing so, they help to address patient needs more effectively while contributing to long-term brand success in competitive marketplaces.

So, how do biopharma leaders put the patient lens at the center of their brand strategies?

At a recent webinar, Dawn Payne, Novartis Associate Director, Business Insights & Marketing Research (Malignant Hematology), teamed up with Branding Science's Kathy Relias, Head of Commercial Strategic Development and Client Service, US, and David Spears, President, for a thought-provoking discussion about placing patients at the heart of innovation.

Take a look at our article to dive into their key insights; or, for a more in-depth look, click here to watch the webinar in full, on demand.

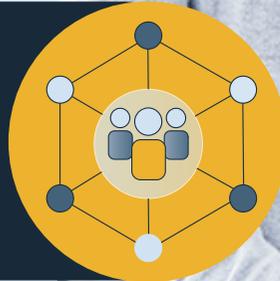
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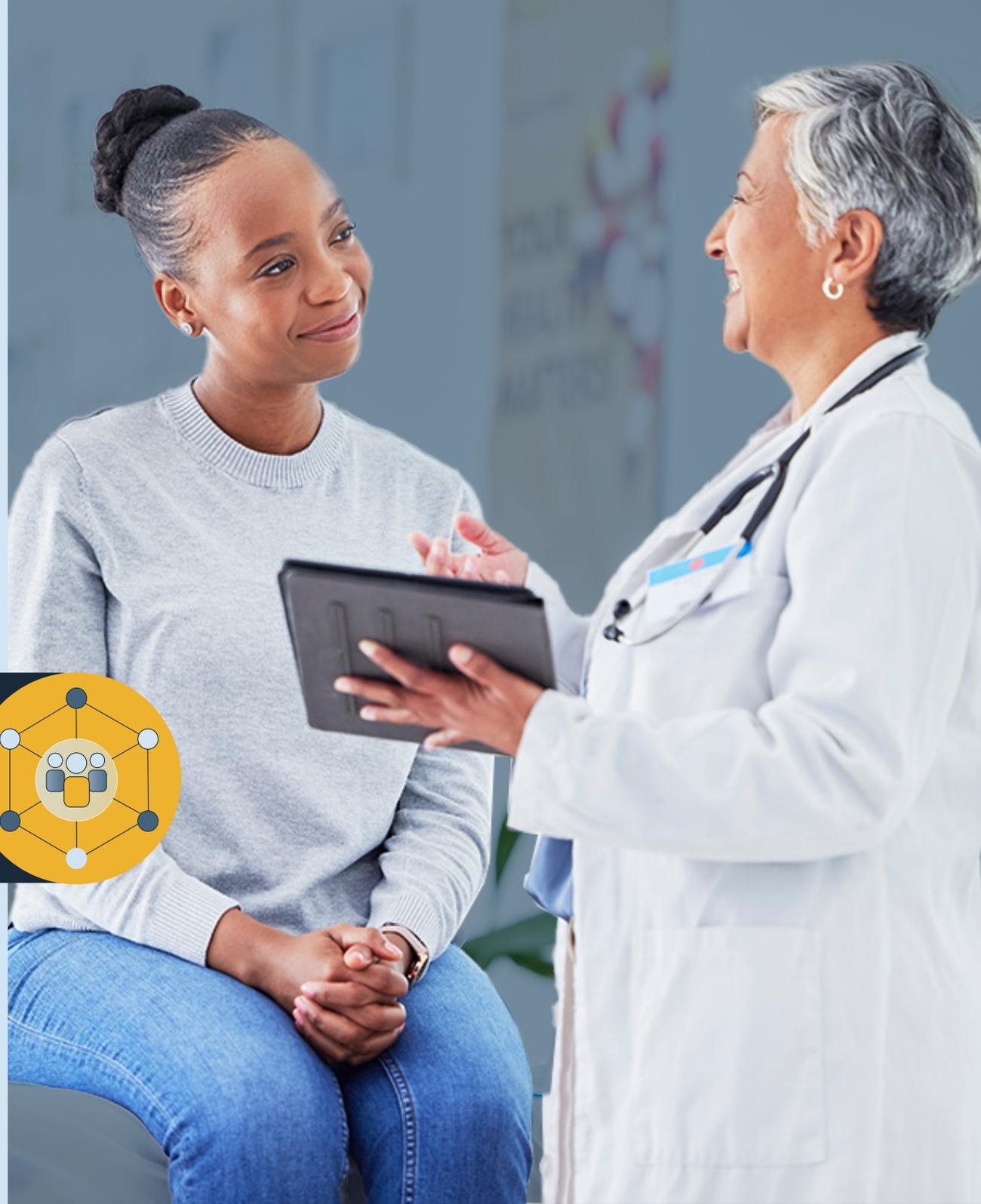
THE VALUE OF PATIENT-CENTRIC INSIGHTS

For many companies, patient centricity begins early in the development process. Pharma and biotech companies are beginning to gather patient insights as early as phase 2 or 3 of clinical trials, setting the stage for a more patient-centered brand at launch. Innovation is about generating results, and by engaging patients sooner, companies can align their brand strategies with the needs of patients who will ultimately use these therapies.

One of the approaches which Branding Science employs is the '4D Patient Mapping Framework', which looks at patients through four key lenses: physical, social, emotional, and treatment burden.



By understanding these dimensions, companies can build strategies that resonate deeply with patients, caregivers and healthcare professionals (HCPs). Combining this framework with behavioral science insights and strategy are key inputs to the roadmaps we build for brands.



REAL-WORLD APPLICATIONS OF PATIENT CENTRICITY

Two recent examples from our work with biopharma highlight how patient-centric approaches can shape successful brand launches:

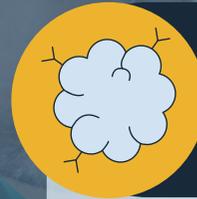


ADOLESCENT-SPECIFIC INSIGHTS AND STRATEGY FOR A BLOCKBUSTER BRAND

Branding Science recently supported a client launching a drug targeting adolescents in an underserved therapeutic area. Despite a successful initial launch, growing competition threatened the brand's market position.

The team used patient-centric insights to tailor the brand strategy for adolescents and caregivers, starting with social media scraping to capture the authentic language used by teens discussing their condition. This was followed by in-depth qualitative research, where insights were gathered through mobile video, allowing adolescents to share their stories in their own words and environments.

By tapping into patients' raw experiences, the team helped bridge gaps between what healthcare providers understood and what adolescents and their families were feeling. This work led to new communication and marketing strategies that enhanced the brand's connection with its audience, fueling its continued growth and patient uptake.



EMOTIONAL TOUCHPOINTS FOR ONCOLOGY PATIENTS

Another case centered on a prostate cancer drug seeking approval for a second-line indication. The challenge was addressing patients' emotional challenges surrounding the transition to a new treatment after failing first-line therapy. By mapping the psychological and emotional stages which patients experienced, the team uncovered underlying fears that hindered acceptance of second-line therapy.

This insight enabled the team to build patient support materials that prepared HCPs to discuss the transition empathetically, encouraging patients to see their providers as long-term 'coaches' guiding them through their cancer journey.

This empathetic approach helped providers better communicate complex treatment decisions, increasing patient acceptance of new therapies. By addressing both clinical and emotional needs, the brand successfully positioned itself as a trusted option in a crowded oncology market, resulting in enhanced patient satisfaction and brand loyalty.

ADDRESSING KEY DISCONNECTS: ALIGNING PATIENT AND PHYSICIAN PERSPECTIVES

A significant finding in patient-centric research is the discrepancy between patient and physician priorities. In chronic conditions like CML (chronic myeloid leukemia), patients often balance treatment side effects with the desire for a normal life, while physicians may focus more on efficacy than tolerability.



This disconnect can lead patients to underreport side effects to avoid appearing ungrateful or noncompliant, ultimately affecting adherence and patient quality of life.

Through patient journey mapping and innovative behavioral research techniques, such as 'letter to my disease' exercises, companies can encourage patients to express the full impact of treatment on their lives. Using these insights, brands can create marketing strategies and support materials that emphasize tolerability alongside efficacy, thus aligning with both patient and physician expectations.

BEHAVIORAL SCIENCE AND INNOVATIVE APPROACHES

Behavioral science is a critical tool in patient-centric strategies, as it helps companies dig deeper into patient motivations and experiences.



This approach involves more than understanding System 1 and System 2 responses; it requires the use of projective techniques that reveal the patient's true feelings and beliefs that can lead to behavioral change. Techniques like patient-driven illustrations (e.g. depicting their condition as a 'monster') offer companies a window into the emotional challenges that patients face, which can then be addressed through supportive and empathetic brand communications.



THE ROLE OF THE PATIENT LENS IN BRAND SUCCESS

In the competitive pharma and biotech landscapes, integrating patient insights into brand strategy is no longer optional – it's essential. The most successful companies understand that viewing the brand through a patient's eyes is key to achieving market success. By focusing on authentic patient insights, aligning communication across all stakeholders, and tapping into behavioral science, companies can build brands that truly resonate with patients and drive long-term growth.

Patient-centric brand strategies create value for patients while strengthening a brand's reputation and loyalty. By continually evolving their approach to understand and support patients holistically, pharma and biotech companies can ensure they remain patient-first, from launch to legacy.

[Click here to watch the webinar in full, on demand.](#)

GET IN TOUCH



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