Leveraging insights across the patient journey to develop hyper-targeted campaigns

How insights from analyzing a holistic picture of the patient experience can deliver personalized patient engagements

MARTIN COLLYER , Global Head, Orchestrated Patient Engagement, IQVIA Technologies

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Introduction

As a result of a number of external factors beyond the control of the life sciences industry, it is becoming increasingly difficult to successfully bring a new pharmaceutical product to market. The industry is challenged with rapidly rising healthcare costs, controlled pricing, and consumers demanding a more personalized service, and expecting more value for their money.

People are beginning to take more control of their healthcare, becoming more engaged, and looking for timely answers to their healthcare questions. Consumers are educating themselves more about their healthcare challenges and searching for additional options while the pharma industry struggles to effectively deliver their value proposition across an increasingly competitive environment. Within this challenging landscape, life sciences companies are searching for an enduring strategy for effectively recalibrating their efforts and reassigning their shrinking development and commercialization budgets in new directions to better impact and elevate sales.

Brand leaders are striving for a deeper understanding of their niche patient populations without sacrificing the privacy and purity of the patient relationship. It is with a narrowly defined criteria that they need to target their patient segmentation to ultimately deliver actionable insights that focus on the clinical and social needs of their target audience.

Identifying patients early in their healthcare journey, developing a trusted relationship, and continuing to engage with them throughout that journey has long been identified by many in the industry as the most important challenge. While many life sciences organizations have focused on developing engagement solutions, they have approached the challenge of patient centricity in a rather fragmented fashion – developing solutions that solve a specific challenge instead of focusing on the patient relationship as a whole. As a result, they continue to struggle with building the long-term trusted relationships critical for their success in the future.

Patient Engagement involves developing lasting relationships with people with the ultimate goal of making their lives better. Patients want to be part of something useful, valuable and bigger than themselves. They want to know how they can make a difference for others, their community, the world or whatever is important to them.

DEFINING THE CHALLENGES

Today, launching a new treatment into the market is a challenging affair. The impact of getting it wrong is often insurmountable, and in most cases, unlikely to be reversed. Life sciences organizations are increasingly confronted with the demands of multiple stakeholders and face competing priorities amid shrinking budgets, forcing them to explore ways to maximize their ROI. Multiple factors contributing to these budget constraints occurring simultaneously in the market are putting added pressure on pharmaceutical leaders, including:

• Slow sales growth leading to declining profitability

• Complexity of introducing specialty therapeutics

• Shorter time in market and accelerated commercialization

• Expiring patents

• Increased competition

• Declining reimbursement

These hurdles define the gaping need that exists in the current clinical development process. The diminishing window for success, the growing limitations of commercialization budgets, and the increased performance expectations from multiple stakeholders across the entire healthcare ecosystem now demands that the current standard for bringing a product to market be revised.

HOW WELL DO YOU KNOW YOUR AUDIENCE?

During the launch of a new product to market, mischaracterizing your patients and misaligning your messaging can have an adverse effect, potentially causing irreversible damage to the success of the product introduction. This miscalculation is something that the brand is unlikely to recover from.

Faced with these and other significant challenges, it is imperative that life sciences organizations rethink their approach to patient engagement. However, if you get this right, success is all but guaranteed and you will leave your competition behind. You will experience launch success followed by growth in your brand and eventually realize market leadership.

To design winning marketing strategies, brand managers require access to real world patient reported data and advanced analytics to provide reliable intelligent insights. Gaining these actionable insights affords you a deeper understanding of your patients, facilitating the deployment of personalized patient services, improving treatment compliance and adherence, and ultimately leading to improved healthcare outcomes.

The life sciences industry is seeking to reform and refine how they collaborate with their patients in an unprecedented and sustainable way that will provide actionable insights throughout their entire product lifecycle. The optimal solution is an all-in-one patient engagement platform that effectively connects brand managers with patients, amplifies and elevates their voice, and has the domain expertise, complete with integrated and disruptive technology, that provides complete support for their key stakeholders.

RISE OF THE CONSUMER

Patients and their caregivers spend a great deal of time researching their condition and are keenly aware of the treatment choices being offered (See Table 1).

Table 1: Share of U.S. adults acting based on online health information by age 2019
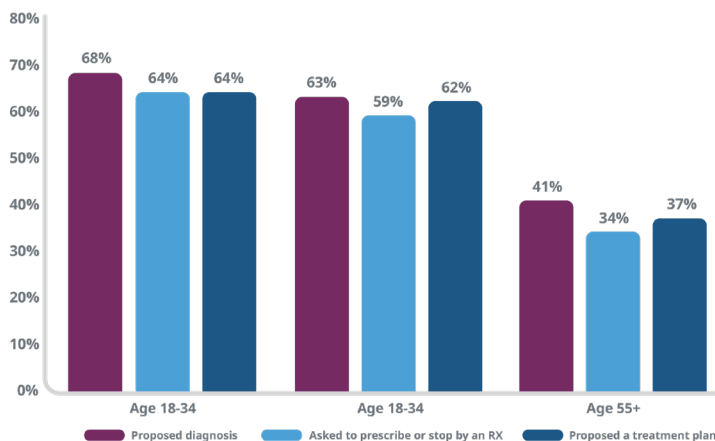
Source(s): Rock Health; Stanford Medicine (Center for Digital Health); Toluna; ID 1102315

The standard methods of communicating a product's inherent value are outdated and simply do not work with the more informed and demanding patient. By examining other industries, we can identify where the customer journey is mapped out to guide budget allocation and communication tactics. For example, Starbucks and AVIS rely on consumer experiences, not just prescriptively mapped out, but studied more deeply to identify actual thought processes and motivations. This broader approach enables them to meet their target customers at the intersections where they are most likely to ultimately make choices.

In turn, it is the responsibility of life sciences companies to drive awareness among their customers and patients by providing timely access to relevant information and education; creating a channel for personalized patient engagement; and harnessing digital technology solutions to further their commercialization strategies. This awareness effort must also stress the importance of compliance, adherence, and the avoidance of drop-off, and a well-communicated pathway to patient access and affordability. But the pathways of communication are changing rapidly.

THE CHANGING FACE OF PROVIDER INTERACTION
In addition to the already well documented technology disruption that has occurred over the past decade resulting in the connected patient, COVID-19 has abruptly changed the way patients engage with HCPs. Many of what historically have been face-to-face interactions are now increasingly virtual, driving patients to other trusted sources for answers to their healthcare challenges. This change opens the door for pharma companies to redirect how they effectively engage with patients, embracing targeted, digital solutions that will help them identify the services patients need, generating actionable insights, and ultimately leading to launch success and continued brand growth.

PATIENTS CONNECTED THROUGH VIRTUAL ONLINE COMMUNITIES
Built for patients, a virtual community is a social online platform specifically designed to help connect patients with other patients, caregivers and HCP's. Patients engage with each other and with medical experts in a convenient, comfortable digital environment that provides valuable support along their treatment journey. These platforms facilitate relationship building amongst their peers, enabling patients to find personalized answers to their healthcare challenges in an anonymized, safe and trustworthy place. This readily accessible healthcare information, combined with guidance from experts and care from the online communities they connect with, results in patients feeling empowered and supported.

These virtual communities also enable life sciences organizations to inform patients about additional options available to them, including medication, clinical trials, and information regarding diet and exercise, among others. They provide an excellent forum for educating patients about how to take their medication, how often, and the importance of adhering to it.

It is well documented that very few patients are aware of what clinical trials are, whether they are an option, or let alone how they qualify to join one. These communities provide pharmaceutical companies with a digital platform to educate patients about the clinical trial process, from informed consent forms (ICFs) to visits, and from timing to payment structure. It's also a perfect opportunity showcase any additional innovations available or express compelling narratives that would resonate with patients in their search for answers on to how to improve their condition.

NOT JUST A ONE-WAY CHANNEL
Virtual patient communities present an opportunity for life sciences organizations to gain a deeper understanding of their patients, learn how they approach their personal healthcare journey, discover the treatment pathway they follow, and gauge their emotional and behavioral feelings. When combined with disruptive technology like Natural Language Processing (NLP), Artificial Intelligence (AI), and Machine Learning

(ML), these communities provide useful insights to help steer decision making for life sciences companies.

Pharmaceutical companies can augment market intelligence with patient insights to learn how patients approach their care, how their HCPs decide on treatment options, and how patients might influence their HCPs. They can conduct market research directly with highly engaged patients from select communities and even develop competitive intelligence to identify challenges and opportunities, and then funnel those insights into R&D and commercial efforts.

Life sciences can also influence patient treatment choices by identifying early signs of patient needs and delivering and refining tailored messaging by using hyper-targeted campaigns to drive patient acquisition. Retaining patients by tracking signals of their concerns over efficacy, safety or tolerability of certain products early in their journey, and then providing them with expert or patient-led guidance breeds partnership and loyalty which ultimately increases market share.

This digital forum enables pharmaceutical companies to listen and learn about patient behavior and understand when and where patients need companies to intercept across the patient journey. By employing these advanced technologies, pharma companies can connect with patients to provide the right personalized services at the appropriate times, thereby establishing trusted relationships.

PATIENT ENGAGEMENT FOR PATIENTS

Patient engagement has been a key topic in the pharmaceutical industry for several years. Life sciences organizations are now looking at bringing the voice of the patient into the center of the conversation. This requires that companies engage with their patients earlier in their healthcare journey and build deeper, more personalized relationships with them. These relationships will solidify a deeper understanding of your brand's ecosystem.

To set the stage ahead of launching a new brand, life sciences companies should use the community to do the legwork at a grass roots level. Companies can provide patients with market and competitor analysis, offer findings about key trends, identify actionable insights, and share behavioral and emotional data collected from other patients about their approach to their own personal healthcare challenges as reference. In this way, patient communities are helping to deliver more relevant market research and timely patient insights to life sciences companies to better inform and direct next best actions.

At the launch phase, patient engagement begins with a product / disease state education drive. This in turn fuels direct to patient awareness campaigns to ensure that the patient has sufficient knowledge to ask their health care providers about the specific treatment. The ideal solution will leverage emotional triggers to drive brand preference. The solution would also engage with patients immediately, following them through every step of their journey to collect their entire experience with the treatment, guiding pharma on how to respond and take action - literally based on the patient voice.

During post launch, the virtual patient community can be employed to augment or compliment the patient support program being run. This will provide additional patient driven insights, enabling pharma to provide "beyond the pill" value-added services to patients - exactly when they need them.

THIS IDEAL SOLUTION NOW EXISTS

IQVIA has partnered with Belong.life, creators of the #1 social media platform in the world for oncology patients, to transform the pharmaceutical patient relationship by developing IQVIA Orchestrated Patient Engagement (OPE). This robust solution helps life sciences organizations gain a holistic view in real time of the patient journey that provides an unprecedented understanding of how products are performing and how pharmaceutical companies can offer more value to patients.

By analyzing and interpreting a comprehensive picture of the patient experience to include new data streams and progressive AI / ML methodologies, OPE empowers life sciences companies to join patients on their individual journeys to provide solutions, services and treatment options that support their specific needs. It's a harmonized solution that promotes a trusted relationship and delivers what patients want:

• Support for individual and fellow patients

• Guidance from HCPs and multi-disciplinary care teams

• Detailed information and insights about their disease

• Available treatments that outline side effects

• Visibility into promising qualified clinical trials

In turn, life sciences organizations gain access to connected intelligence to leverage accrued insights by pairing AI / ML functionality with unparalleled patient journey data access to deliver hyper targeted awareness campaigns to patients. They can also refine their R & D and commercial strategies, identify new engagement channels, and influence a variety of patient journeys, from oncology and diabetes to heart disease and obesity.

Uncover new patient insights and gain a competitive advantage with real-time, direct-from-patient market intelligence to improve patient acquisition, adherence and evidence generation with discreet clinical, social, and emotional patient insights. Converting these insights into more useful and readily digestible knowledge for patients can translate into higher brand preference and treatment compliance while delivering value to patients and companies alike.

OPE engages the right audience, at the right time, with the right action. It integrates with personal and wearable devices to offer even more accurate data analysis in real time, offering companies true, patient-reported data and outcome assessments while identifying and isolating the specific information that companies need to succeed. OPE does not just provide a one-time solution or a single report. Orchestrated Patient Engagement becomes a sustaining partner in the continuum of communication throughout the lifecycle of the product the help ensure the successful launch of treatments and guarantee ongoing patient alignment across the product lifecycle.

Accessing health information online is reshaping the relationship between patients and physicians

80%

use online health information
(Website/mobile app)

60%

made suggestions to physician about care plan

20%

use Online Health Communities

Social networks, review sites and online communities have opened new channels for people to share and consume health information.

Patient communities offer an opportunity to have medical conversations without providers, and be heard, understood and supported by fellow patients.

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Learn more about how you can experience deep
engagement with patients with OPE.