



ADVISORY BRIEF

Patient Centricity: Optimizing Integration throughout the Lifecycle

Jennifer Parr, Principal & Head of Patient Centricity



The importance of keeping the patient voice central to decision-making has been accepted as a critical business issue for pharma leaders for quite some time.

While the vision and goal of patient centricity are clear, today's leading life science companies are grappling with the complexities of execution: How to take the "idea" of patient centricity and translate it into strategy and tactics—and how to measure results.

Some of the most common questions we hear from our clients include:

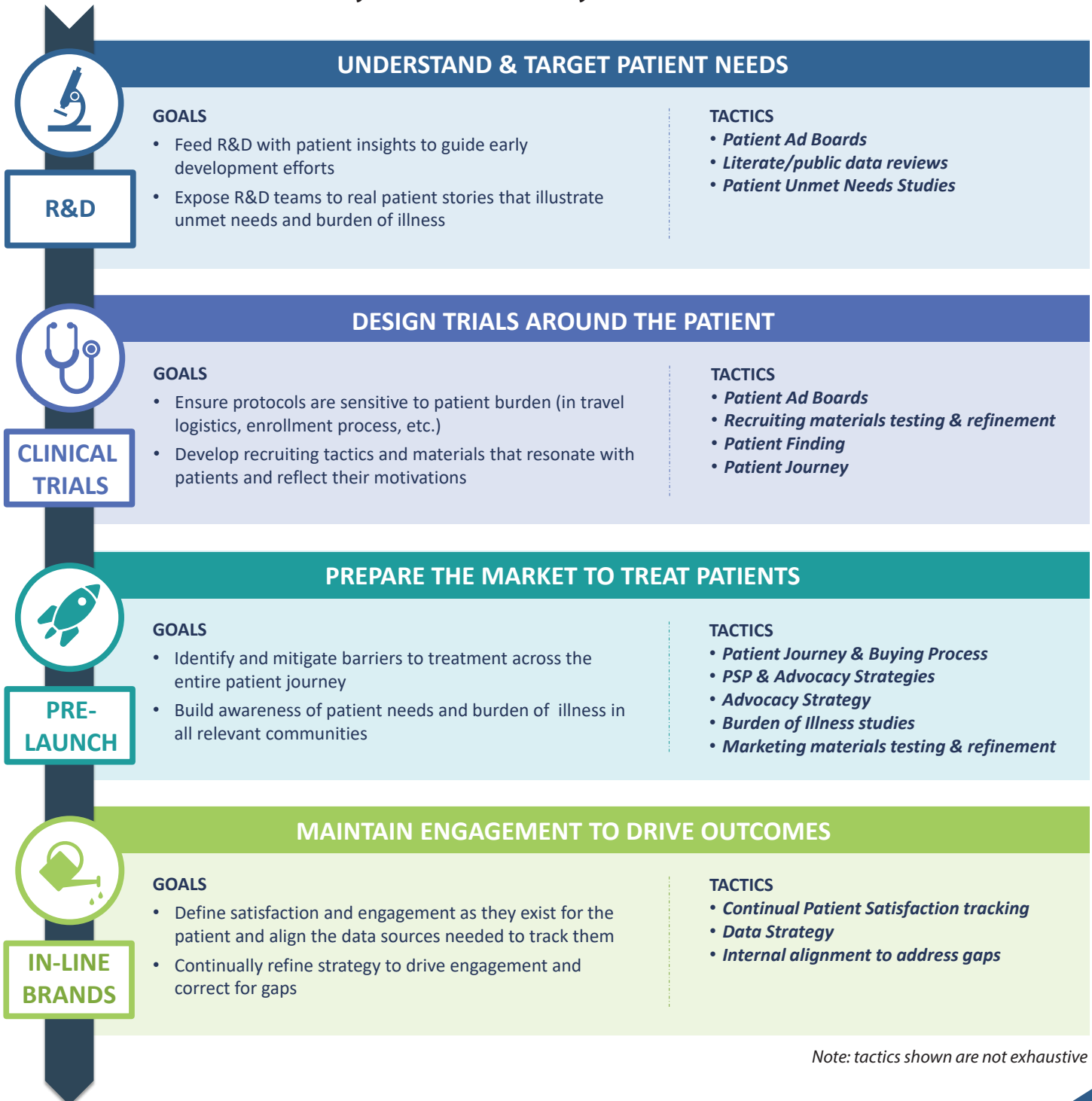
- » Which patient data sources are most important when?
- » What is the best way to collect and integrate the patient voice?
- » Where are the real stresses in the patient experience?
- » How can we integrate patient centricity in ways that are meaningful across the business?
- » In regard to product development, when should thinking about the patient start?

Over time, a variety of factors have converged to drive this focus on the patient:

- » New products are more complex and "high-touch"—often requiring the participation of multiple specialists, new methods of administration, complicated financial requirements and therefore higher education and support needs for patients.
- » In their everyday lives, patients are used to having a smooth, easy customer experience with recognized goods and services brands—and can feel frustrated and disconnected when healthcare provides a lower level of service.
- » As patient choice (via a wider array of treatments, even in niche indications) and overall disease awareness (via social media and other channels) have grown, patient engagement is becoming a differentiator in driving long-term compliance and quality outcomes.

To support our clients in executing their visions for Patient Centricity, we have developed the Trinity Patient Centricity Execution Model to clearly identify key points for patient engagement throughout the product development cycle. This model acknowledges that the patient voice—wants, needs, challenges and frustrations—must be integrated into every phase of the product lifecycle, as well as across every function and department. To help life science leaders translate vision into reality, the model provides concrete steps in the form of patient insights development, data analyses and internal/external benchmarking.

Trinity Patient Centricity Execution Model



Note: tactics shown are not exhaustive

Trinity defines Patient Centricity as incorporating the “patient voice” into all aspects of decision making, from very early in the development cycle to launch and beyond.

INCORPORATING THE PATIENT VOICE AS EARLY AS POSSIBLE DRIVES ORGANIZATION-WIDE PATIENT FOCUS

Starting the collection and dissemination of patient insights in the pre-clinical setting ensures that the patient has a seat at the table throughout the entire development process to follow. Rooting R&D teams in an understanding of the patient experience, burden of illness and unmet clinical need also has the practical implication of helping teams optimize Target Product Profiles (TPPs) according to patient need.

DESIGNING TRIAL PROTOCOLS AROUND THE PATIENT DRIVES INTEREST AND ENGAGEMENT

Co-creating trial protocols with patients ensures that the organization is ready to address any questions or concerns that patients may have—and helps ensure the trial requirements are suitable and achievable for the patient population (i.e., not an undue burden). Additionally, patient input is critical for the development of recruiting approaches and materials that speak directly to patients’ needs and motivations for participating.

PRE-LAUNCH, FOCUS ON PAVING THE WAY AND PREPARING THE MARKET

Prior to launch, organizations typically engage in a flurry of insight-generation activities, many of which are focused on the patient. When the volume of information gets overwhelming, centering around the critical patient-related leverage points in the market can help teams set priorities. In-depth Patient Journey work integrating a range of data sources (qualitative and quantitative patient and HCP research, RWE, patient chart abstraction, social media listening, etc.) is a core activity at this juncture, and should be structured to lead seamlessly from insights to strategy and tactics.

LONG-TERM, DEFINE AND MAINTAIN PATIENT SATISFACTION

Following launch, understanding and managing to what patient’s value is the clearest path to maintaining long-term engagement, robust compliance and high-quality outcomes. Re-visiting the Patient Journey continuously to examine the actual “on-treatment experience” will help identify gaps and leakage points that can be adjusted in real-time. Executing on this objective can require sophisticated integration of multiple data sources (including the organization’s own Hub data, SP data, claims data, etc.)—and periodic touchpoints with actual patients through targeted market research.

Patient centricity should exist across the organization, in addition to across the lifecycle

The [Trinity Patient Centricity Execution Model](#) is a helpful tool to identify areas where the patient voice should contribute to strategy. Further, organizations also need to look internally to ensure a consistent focus on the patient across functional groups. Results of such an initiative can include measurable, patient-related KPI goals across the organization that drive accountability for all functions.

In order to be most effective, organizations should also consider how to integrate patient-centric thinking into areas that don't directly touch the patient—like hiring and sales. Hiring practices can involve some level of patient awareness and consideration, while sales organizations should ensure that all HCP-facing staff have an empathetic view of the unmet needs and burden of illness of the treatment areas they are working in.

Patient Centricity Key Takeaways

There are concrete actions everyone striving to integrate patient centricity into their business decisions and workflow can do:

- » Drive an institutional mindset to ensure that the patient is at the heart of your decision-making
- » Find opportunities to work the patient voice into areas of the organization that don't typically interface directly with patients (HR, Sales, Market Access, etc.)
- » Develop patient-centric KPIs, like outcomes and metrics, that truly represent patient satisfaction—and evaluate/incent the organization with them
- » Track against those KPIs and refine your patient engagement strategy accordingly as insights and understanding evolve

Author



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Jennifer currently leads Trinity's Patient Centricity Center of Excellence, helping Trinity's clients weave the Voice of the Patient into all facets of the product lifecycle. Jennifer's group works closely with Trinity's Strategic Advisory, PMR and RWE teams to produce deep patient insights based in real-world data, that are tactically actionable for a wide range of biopharma customers. Over the past 9 years at Trinity, Jennifer has helped clients leverage patient insights in a wide array of treatment areas, including Oncology, GI, and several orphan and neuromuscular diseases.

Jennifer has been involved in patient and consumer insights work for the past 18 years, with prior roles at Forrester Research, Quintiles Consulting and Applied Marketing Science. Having joined Trinity in 2010, Jennifer helped develop the company's primary research capabilities into a core part of the business, specifically in the areas of qualitative research and Patient Journey.

Jennifer earned a BA in Psychology from Boston University. When not at the office, Jennifer is most likely planning the next family vacation for her husband and 3 school-aged kids, plotting her next home improvement endeavor, or being entertained by her extremely active boxer puppy, Ruby.





About Trinity Patient Centricity

Trinity Patient Centricity focuses on deeply understanding patient needs and experiences to support life science organizations in product development, launch and beyond. Patient-centric insights and analytics are more relevant than ever, even as inputs grow in complexity and outputs grow in importance. Trinity's patient-centric suite of offerings include integrated, tech-enabled services powered by unique, time-tested methodologies and dedicated teams of Market Researchers, RWE Experts and experienced Strategic Advisors. To learn more about how Trinity Patient Centricity helps clients turn patient-level data and insights into strategic direction for patient-centric decision-making, [click here](#).

For more information, please contact us at info@trinitylifesciences.com.