

InsightsEDGE™ | Patient Explorer

See Where Your Patient Journey Assumptions Break Down

Trinity's patient journey module helps brand, medical, and patient experience teams see the real journey dynamics behind every decision—before they commit resources and tactics.

Why Patient Journeys Need to Change

From static decks to living patient intelligence

- Patient journey decks are dense, hard to find, and outdated within months of publication. Teams design support, messaging, and services around a journey that patients have already moved beyond.
- Cross-functional teams struggle to operationalize patient insight without re-reading 80-slide PPTs. Critical points of friction never reach the teams and leaders making channel, access, or service decisions.
- The richest patient signals—verbatim audio, video, and emotional nuance – vanish as soon as they are flattened into bullets. The cues that matter most, where patients feel abandoned, confused, or overwhelmed, disappear the moment their stories are compressed into slide points.



What Patient Explorer Is

An AI-enabled view of how your strategy will feel and function from the patient's perspective

Patient Explorer is a module of InsightsEDGE™ | Brand Hub that helps brand, medical, and patient experience teams center their strategy on real patient realities and see where the journey is likely to break under the current plan, not just where patients said things in the past. It shifts patient journeys from static documents to interactive intelligence, supporting message development, unmet need identification, and cross-franchise patient centricity.



Explore journey stages through interactive, source-linked dashboards to reveal where your current tactics leave gaps, not just where patients have been historically.



Surface patient verbatims, video, and data visualizations in context so you can pressure-test whether your planned interventions actually address the emotional and practical barriers patients describe.



Access AI-driven insights that link directly to interviews and survey data so that you can spot the moments where your plan is most likely to break down for patients—before resources are committed.

How Patient Explorer Works

InsightsEDGE | Patient Explorer combines an interactive journey interface, multimedia content types, and AI-enabled querying — all anchored to the underlying primary research.



Interactive Journey Interface

Click into journey phases to find detailed insights transformed into dynamic, easy-to-update outputs. This lets teams ask, 'Where does our current plan assume a smooth handoff that patients say is actually broken?'

Multimedia Content Types

Audio verbatims, video, and data visualizations give every team member a comprehensive view of the patient experience.

Source-Linked AI Chat

Content links back to primary sources — including interview transcripts and survey data — so insight is always defensible.

Expected Outcomes

What brand, medical, and patient experience teams can expect

Truly patient-centric launches

One interactive journey replaces dozens of static decks, letting every team from advocacy, to marketing, to market access immerse themselves in a shared view of the patient experience. Teams naturally start making decisions about access, support, and communications with the patient in mind because they are engaging with a memorable and evidence-based view of where patients struggle.

Faster identification of unmet need

AI-enabled queries surface gaps, emotional moments, and tactical implications that static decks bury. You see unmet need early enough to design interventions that prevent drop-off, not just explain it.

Higher ROI on patient research

Audio, video, and verbatim assets stay alive and reusable across messaging, training, and patient experience work. Every future decision can be stress-tested against the accumulated patient voice, not just the last project's slides.

Connect Today. Own Tomorrow.

Bring Trinity an upcoming patient-facing decision, and see how Patient Explorer reveals where your current plan aligns with the patient experience and where it is likely to misconnect.

Visit trinitylifesciences.com/products/insightsedge-brand-hub/

