



Ashfield
Healthcare Communications

Improving lives:

*Putting patients at the centre of
our business*

Jo Fearnhead-Wymbs, Patient Engagement Director

1 February 2017

Presented at a MedComms Networking event



Employee engagement

Personalised healthcare comms

Putting patients at the centre
of our business

In this session...



- How our industry is evolving
- Why it's important
- How Ashfield is responding
- How we can do better by focusing on the patient



Evolving with industry

The latest buzzword?



PATIENT CENTRICITY

HOME ABOUT PATIENT CENTRICITY GET INVOLVED

OUR VISION FOR SANOFI AS A PATIENT-CENTRIC LEADER

People healthcare their health

Patientcentricity: is pharma making progress? 8 insight eyeforpharma Barcelona

March 31, 2016

Pharma is moving towards greater patientcentricity – but and commercial pressures remaining. reports Andrew Mc

Eyeforpharma has been holding its annual conference decade, and has traditionally focused on the 'nuts and engine: marketing excellence, salesforce effectiveness, healthcare professionals, and so on.

But pharma has been waking up to a new reality in he shift towards patient-centred healthcare, or 'patientce conference, the theme was one of the most talked abo companies were providing evidence of a shift in corporate behaviour.

Here are eight insights from the many speakers who assembled at the three-day meeting.

PMLiVE

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News Research Sales Marketing Regulatory Healthcare Jobs and recruitment

Trending PMEA 2016 results AstraZeneca's durvalumab trial Novartis biosimilar sales Lilly's solanezumab results in Alzheimer's Remicade-biosimilar switch trial

UCB: Patient centricity should move a business forward

Pharma may become obsolete if it does not include the patient voice, says Lode Dewulf

Article by Kirstie Pickering

Goodbye, Sales and Marketing. Hello, One Commercial team!

With key insights from: eye for pharma MERCK AstraZeneca Janssen Bristol-Myers Squibb

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Patient Engagement: Not Just For Physicians Anymore

Contributed by: Robin Robinson

When Pfizer wanted to engage with people living with chronic pain, it used a crowdsourcing model and a campaign that connected people, from patients and nurses and doctors.

CLINICAL INNOVATION

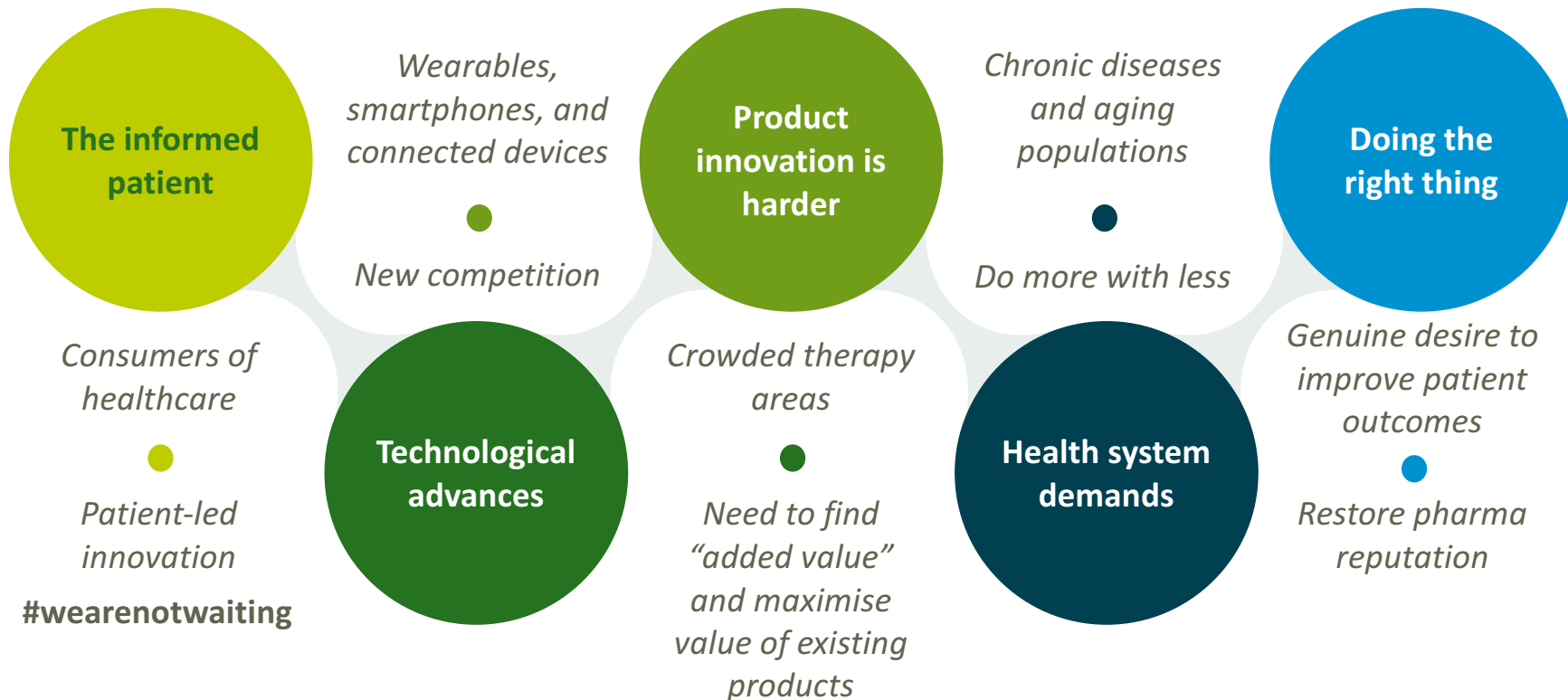
HOME ABOUT PFMD MAPPING LEADERSHIP PRESS JOIN PFMD BLOG EVENTS CONTACT

IMAGINE IF...

1 million patients were involved in co-designing research and the development of medicines globally...

LEARN MORE GET INVOLVED

Industry drivers towards patient-centricity



It makes good commercial sense



\$546 Billion

Estimated annual pharmaceutical revenue loss due to medication non-adherence¹

High Cholesterol
High Blood Pressure
Heart disease²

The top 3 areas driving non-adherence costs are diabetes, high cholesterol and high blood pressure/ heart disease...²



In Europe, 50% of patients don't take their medicines as prescribed³



Non-adherence costs EU governments an estimated €125 billion annually³

Non-adherence contributes to nearly

200,000

premature deaths a year in Europe³



The most expensive drug is the one that goes to the wrong patient or never gets taken properly

*Lode Dewulf,
Chief Patient Affairs
Officer, UCB*

¹ CAPGEMINI Report 2015


² Viewpoint: How Nonadherence Is Killing Us—and What Can Be Done (Robert Nease, Express Scripts)

³ <http://www.efpia.eu/topics/people-health/patient-adherence>


In Ashfield Healthcare Communications



We've seen this pharma shift influencing the RFPs we receive and the conversations we are having with clients



"It is of utmost importance that a vendor understands the values of our company in this space."



"There is a vital task to educate and train vendors in our principles and expectations in this area."

Our patient centre of excellence team has...



Shifted focus in culture and positioning to patient-activated customer engagement



Brought deep patient insight and expert support to each part of the business



Developed our own network of Patient Advocates and Expert Patients with mutually valuable relationships

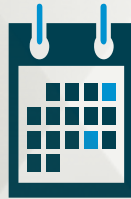


Collaborated with pharma to understand needs and expectations in a new patient-centric industry

Ashfield Patient and Pharma Future Forum



online
panel



open for
2 weeks

MODERATED BY

Ashfield and Andrew Schorr
from Patient Power



THREE SECTIONS OF CONTENT/ TOPICS FOR DISCUSSION

Patient-centric strategy
*Vision, frameworks,
infrastructure*

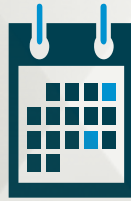
Making it happen
*Delivering patient-
centricity*

Understanding the role of third
parties, supporting pharma

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People in patient-centric roles in
12 pharma companies agreed to participate



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Patient-centric strategy
*Vision, frameworks,
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Making it happen
*Delivering patient-
centricity*

Understanding the role of third
parties, supporting pharma

What we are seeing within the industry



EVERYBODY is getting on board with this...in different ways

Agencies jumping on the bandwagon, but offering different solutions

Some pharma companies making faster progress than others

Broad alignment on what needs to be done, but lack of confidence around how to do it

Few agencies offering more than one or two specific services

Some 'lipservice' being paid but in general this is easy to spot

Everybody is struggling with measurement

Some companies are struggling to move beyond 'yes we have spoken to patients', to 'here's how we have incorporated the patient perspective'

Many companies looking for agency expertise

Ashfield is unique in its ability to support patient-centricity

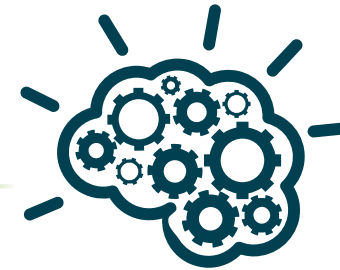


AHC can do the insight, the strategy, content creation and execution and measurement

And our colleagues **Pegasus** are experts in behavioural change



Partnering with Ashfield colleagues we can support pharma across the whole life cycle



Because **Ashfield Clinical** has a 15 year heritage in nurse programme implementation with ca. 2m patient interactions over the last 10 years

in other words...
Excellence. Connected

Delivering for patients



Inputs

The insights and understanding that we can gain from patients that help us to make better decisions and bring value to the work we do.



Outputs

The tools, resources and support that we develop for patients to help them to achieve the healthcare outcomes that are important to them.

Connecting with every patient...

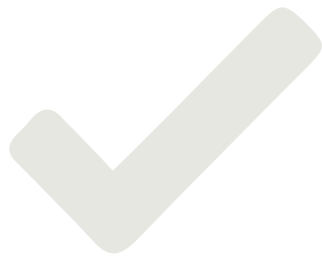


Clinical profile  Personal profile  Patient profile



Identify the **objective**, then select the most **appropriate channel**
and **message** for that **patient**

Understanding the patient...

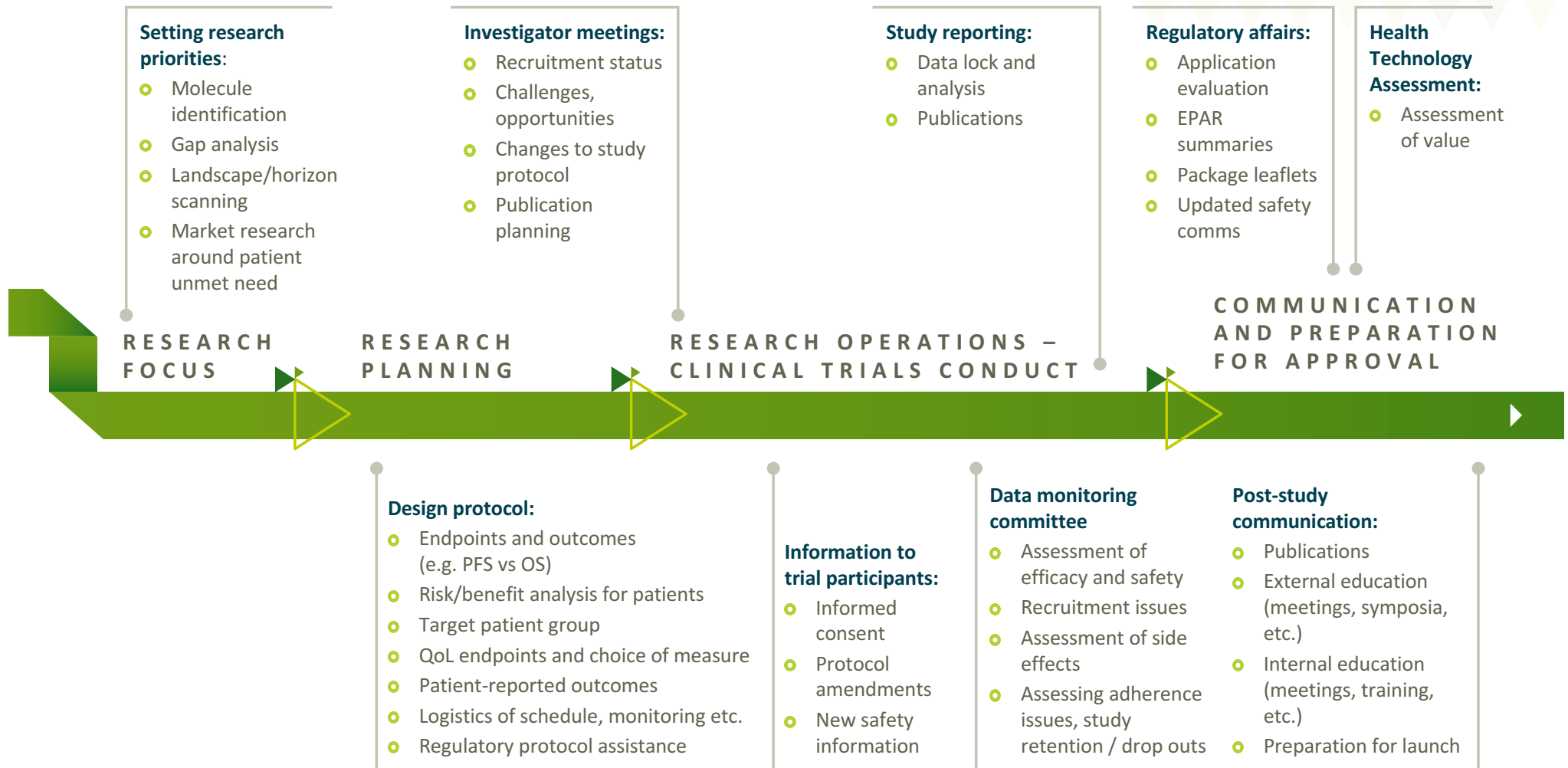


...gives us the **insight** we need to develop a **tailored solution** that is **flexible** and **meets the needs** of the patient on their journey, leading to **behaviour change** and **improved health outcomes**.

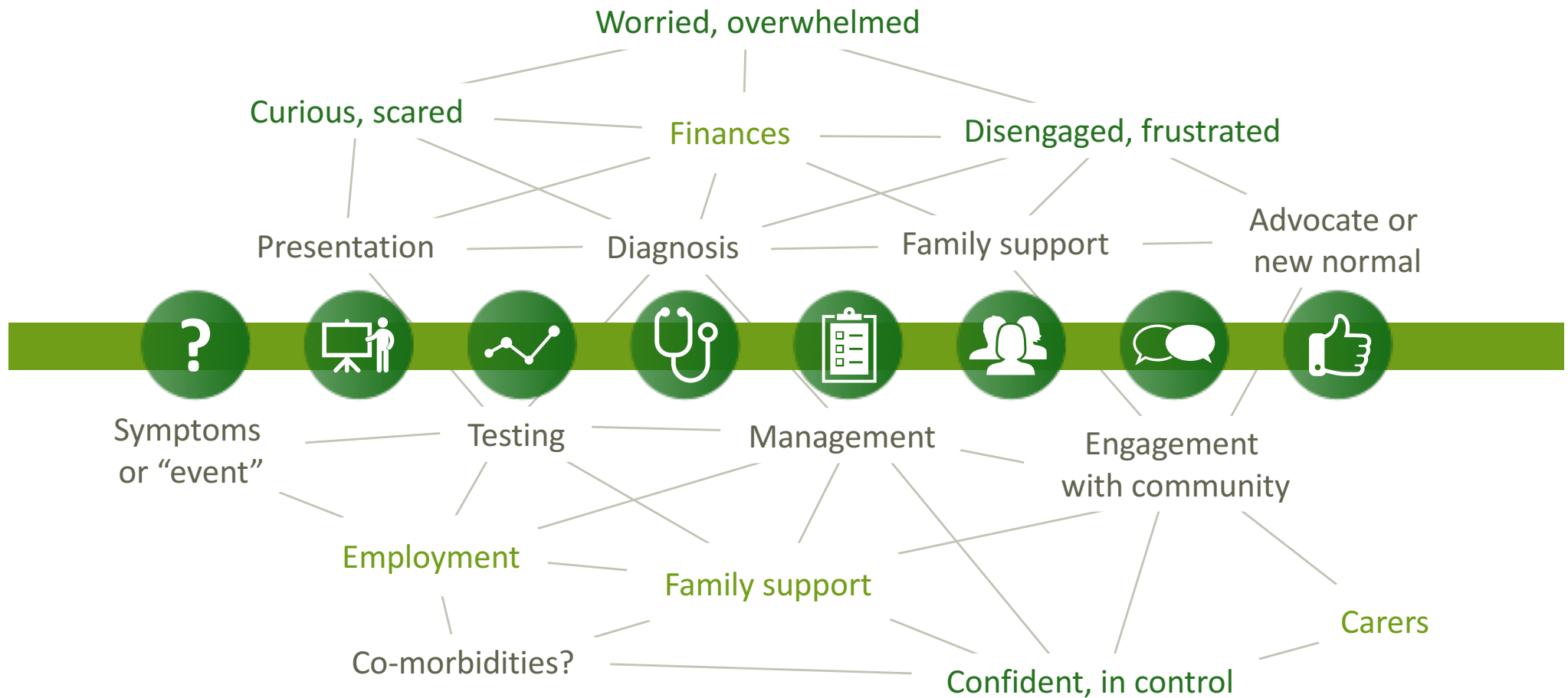


Patient insight and
engagement has not
traditionally been a big
part of pharma thinking

Traditional pharma thinking

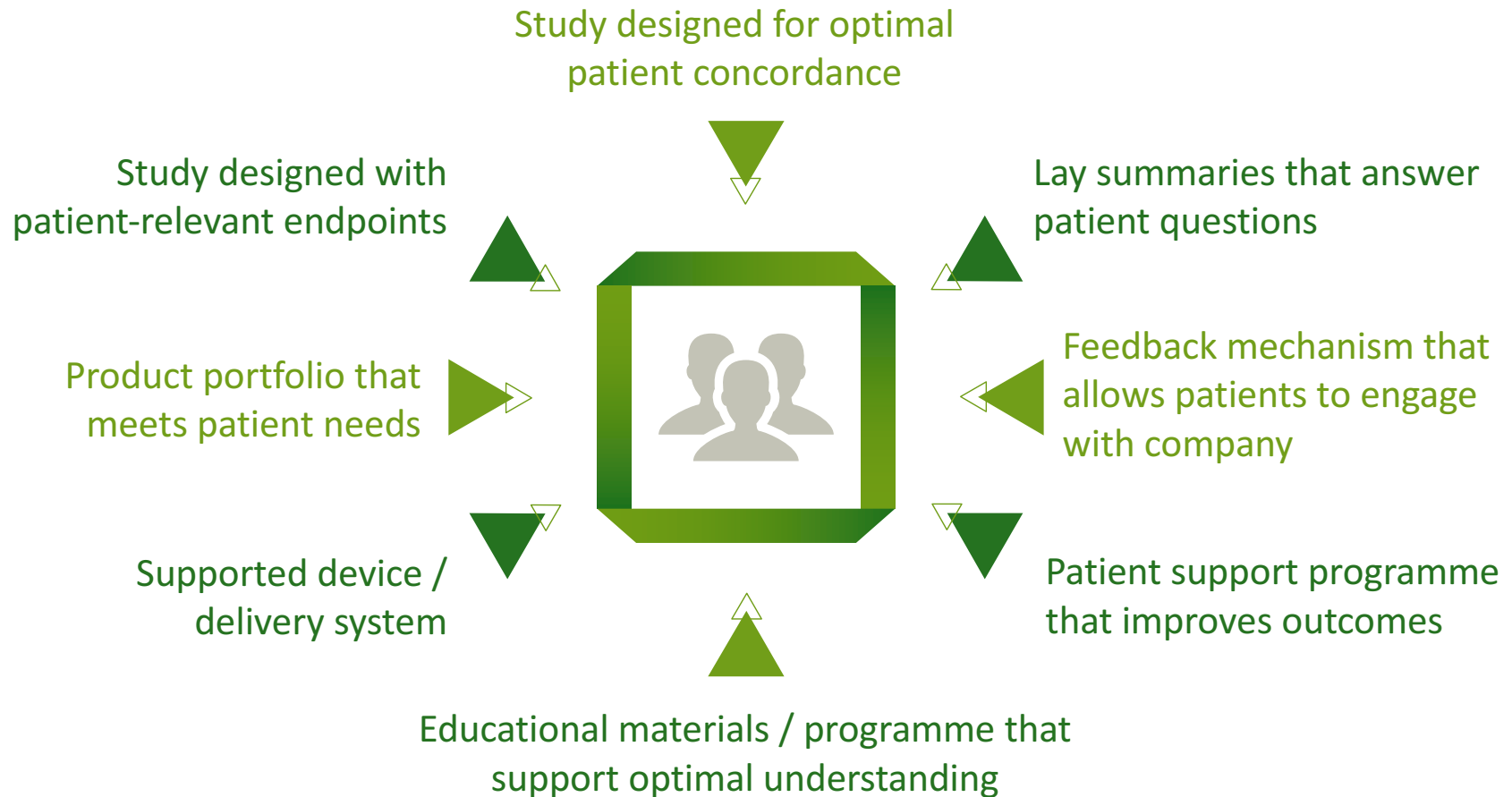


The patient journey looks very different...

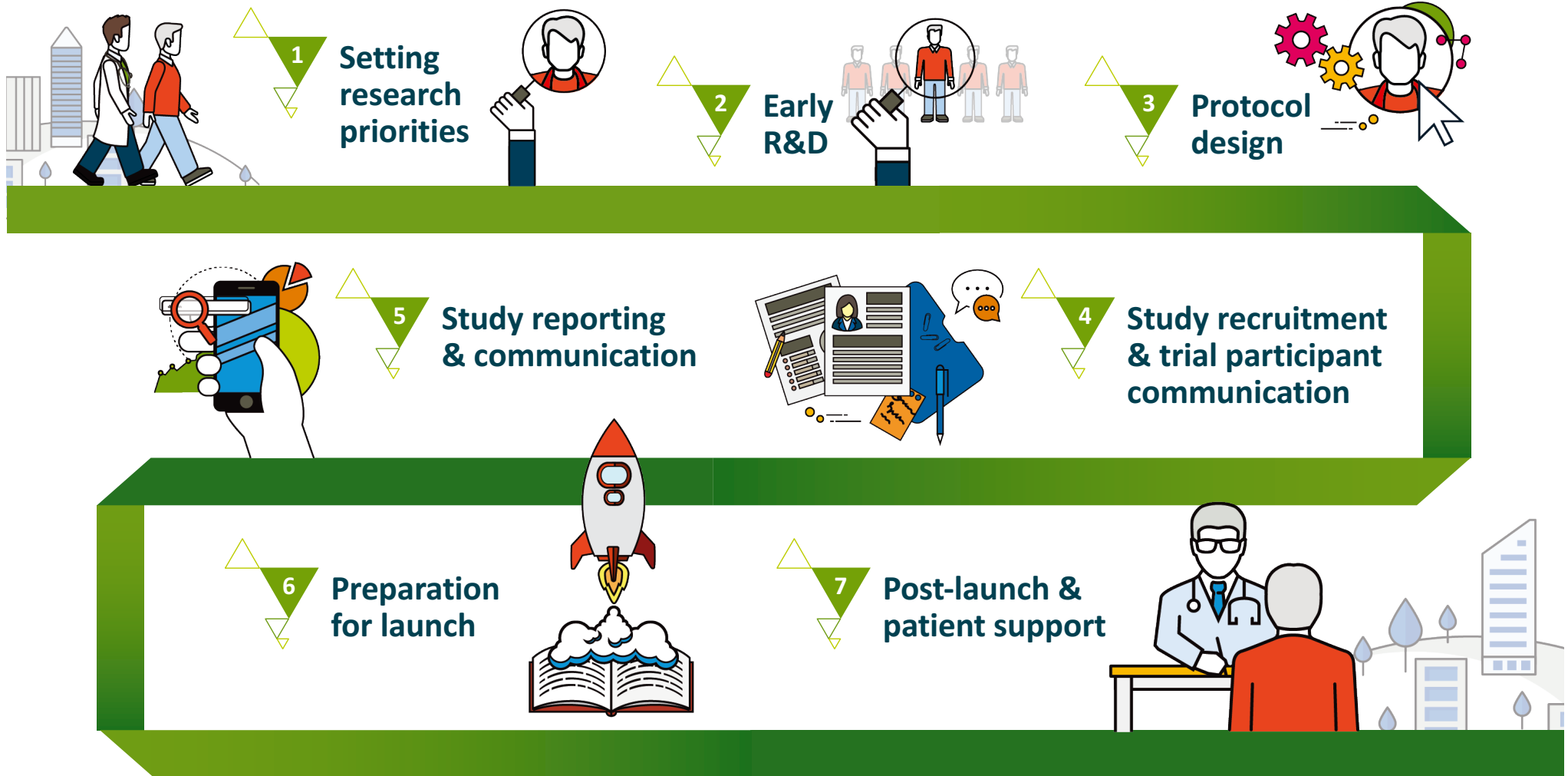


How can we do better?

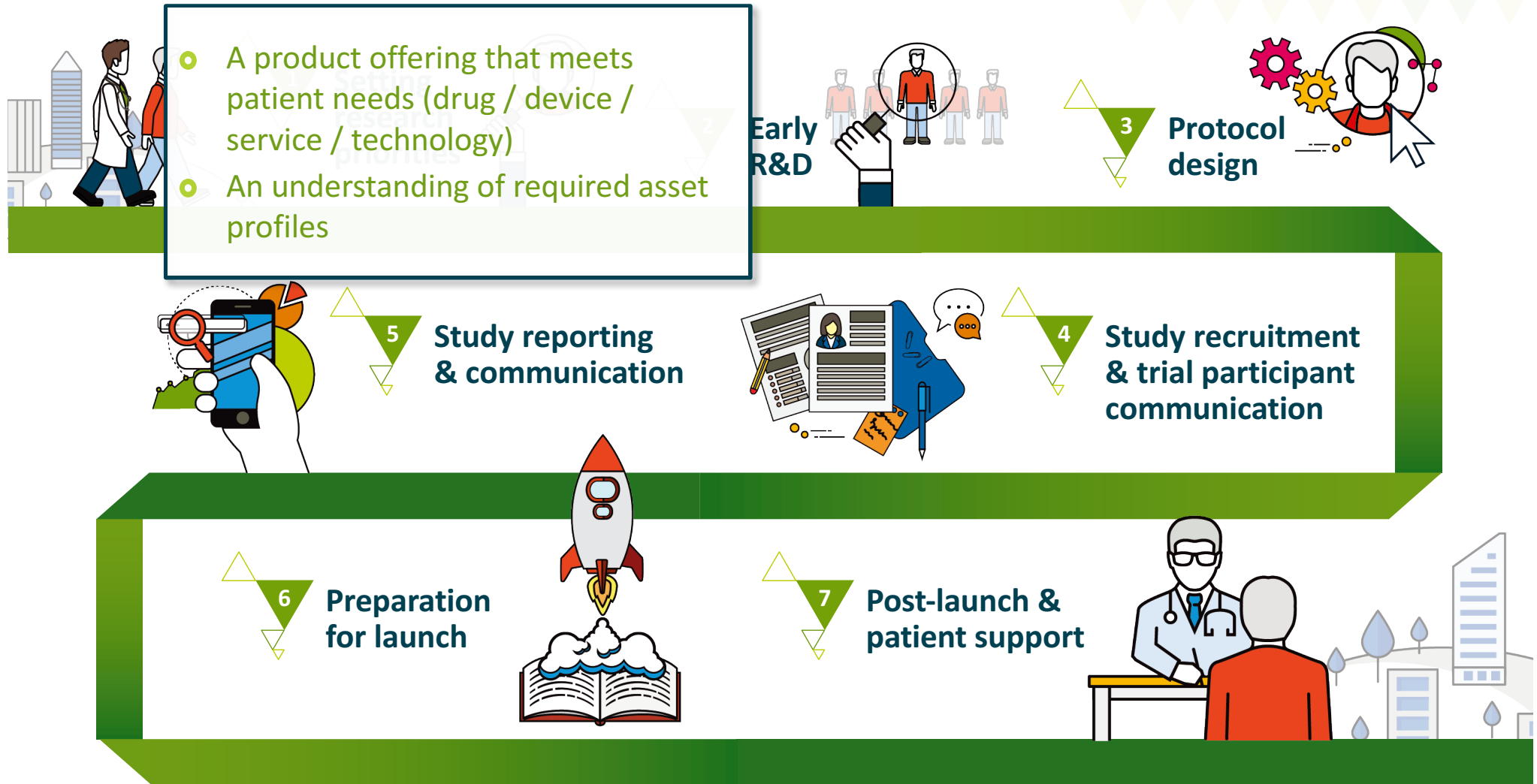
Solutions, products and services designed around patient need



Engaging effectively along the life cycle



Engaging effectively along the life cycle

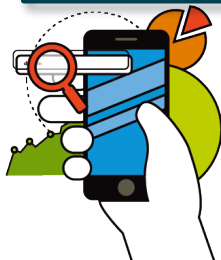


Engaging effectively along the life cycle



- A product offering that meets patient needs (drug/device/ service/ technology)
- An understanding of required assets and profiles

- Insights gathering and market research
- Meaningful landscape analysis

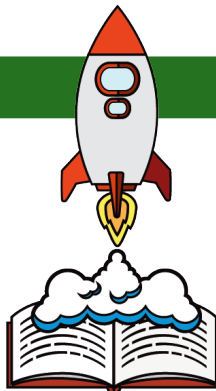


5 Study reporting & communication



4 Study recruitment & trial participant communication

6 Preparation for launch



7 Post-launch & patient support



Engaging effectively along the lifecycle



- A product offering that meets patient needs (drug/device/ service/ technology)
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- Insights gathering & research
- Meaningful landscape analysis

- Incorporation of patient-relevant endpoints
- Design that optimises recruitment, retention and concordance



5

**Study reporting
& communication**

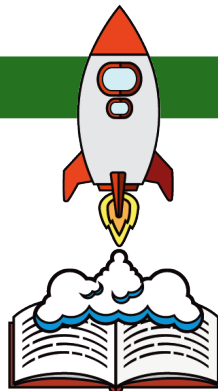


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**Study recruitment
& trial participant
communication**

6

**Preparation
for launch**

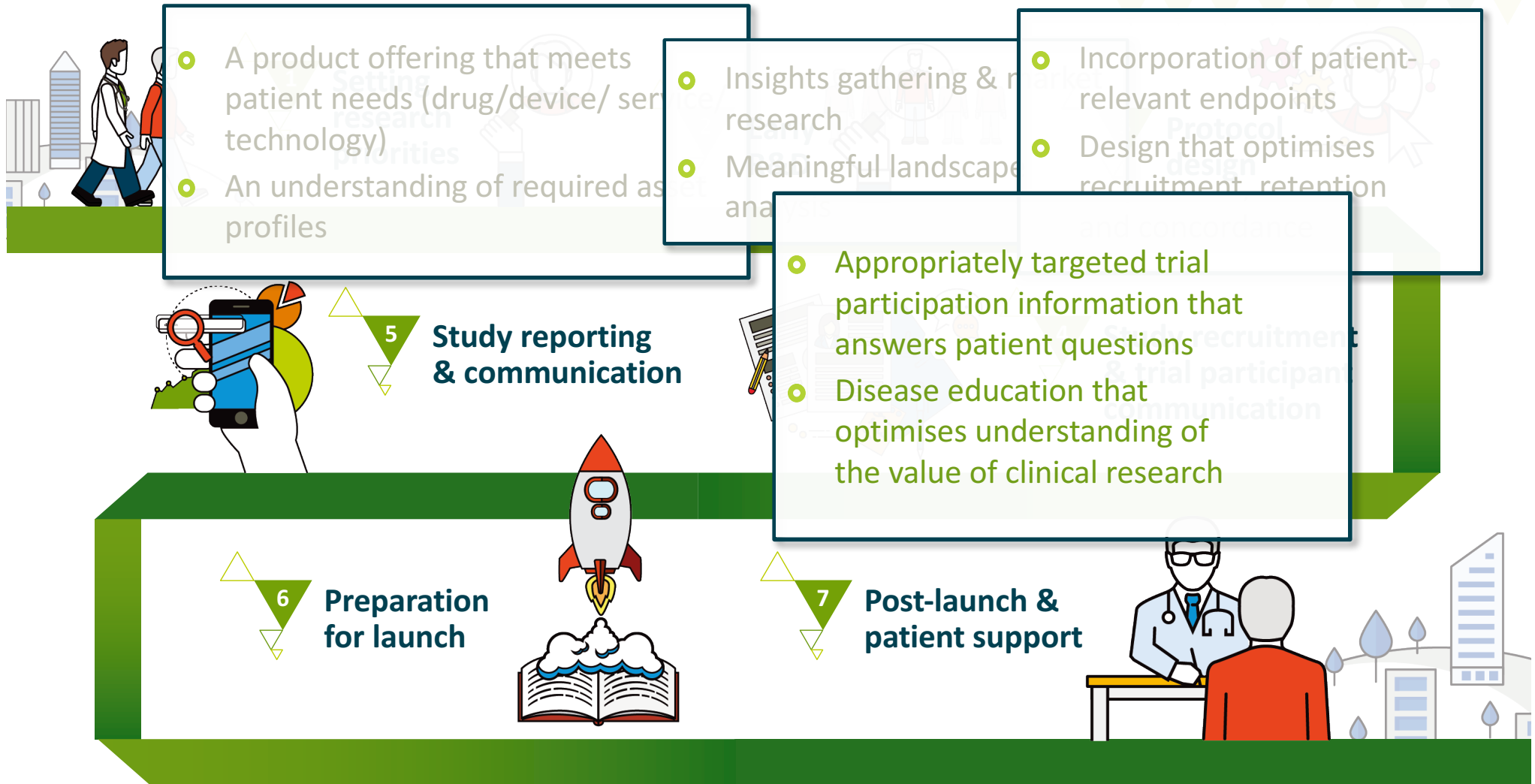


7

**Post-launch &
patient support**



Engaging effectively along the lifecycle



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- Insights gathering & market research
- Meaningful landscape analysis

- Incorporation of patient-relevant endpoints
- Design that optimises recruitment/retention

- Lay summaries of study and of publications
- Patient preference and PROs demonstrated and communicated at submission

- Appropriately targeted trial participation information that answers patient questions
- Disease education that optimises understanding of the value of clinical research



Preparation for launch



Post-launch & patient support



Engaging effectively along the lifecycle



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- An understanding of patient perceptions of the molecule and company
- An appropriate strategy built for successful launch focused on improved patient outcomes

7

Post-launch & patient support



Engaging effectively along the lifecycle



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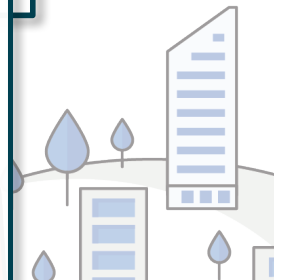
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- An understanding of patient perceptions of the molecule and company
- An appropriate strategy built for successful launch focused on improved patient outcomes

- Appropriately targeted disease education that meets patient needs and answers questions
- Wrap-around patient and carer support services that optimise outcomes



Measurement... understanding the impact you have had on patients



TRADITIONAL OUTCOME MEASURES

Feedback and evaluation
(internal and external)

Uptake and reach
(number of patients
participating, number of
users of a resource)

PATIENT INSIGHT

Changes made to a study
protocol as a result of
patient input

Refinements made to
patient support
programme on the basis
of patient input

PATIENT OUTCOMES & IMPACT

Patients recruited to /
retained in and adherent
to a study as
a result of patient-
optimised study design

Patients achieving better
glucose management as
a result of a co-created,
effective patient support
programme

From this → through this → to this

THANK YOU

*For more information
please contact us*



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