Patient = Customer
Healthcare = FMCG

Medical Communications Networking event
13-03-2012
Agenda

- 1-1.15pm: Peter Llewellyn introduction
- 1.15pm - 1.55pm: Nadine van Dongen, Powershift in healthcare environment, the patient prescribes
- 1.55pm-2.35pm: Sandy Oliver, Patient Intelligence: data, discussions and decisions
- 2.35-2.55pm coffee break
- 2.55-3.40pm: Mark Nuijten, Patient data for Market Access
- 3.40-3.55pm Panel discussion
- 3.55pm Peter Llewellyn raffle draw and wrap up
IML questions

• Do the test......
GPs and Patients

- [http://www.youtube.com/watch?v=Yd1qYxysVEY](http://www.youtube.com/watch?v=Yd1qYxysVEY)
Introducing the ‘new’ player in healthcare: The Patient

- The power of patients through the eyes of 488 chronically ill patients and 150 GPs in the UK from a study done in January 2010
Involvement of patients in the consultation room

**GPs:** In general, when you make treatment decisions, to what degree do you involve patients in deciding on their treatment? (please score between 1 and 10 where 1 = no involvement and 10 = fully involved)

**Patients:** To what degree does your doctor involve you in deciding on your treatment? (please score 1 = not at all involved and 10 = fully involved)
How much does the patient know?

**GPs:** Overall, how well informed do you think patients are about their treatment options.

**Patients:** Overall, how well informed do you think you are about your treatment options.
Where do they get their information?

Patients: What information source do patients *most often* use to understand their treatment options? (please select up to three most frequently used sources)
The most ‘popular’ conditions on the internet

GPs: What information source do patients most often use to understand their treatment options? (please select up to three most frequently used sources)
Do patients discuss this information?

GPs: Do your patients ever discuss with you information about their treatment that they have sourced elsewhere?

Patients: Do you ever discuss with your doctor information about your treatment that you have sourced elsewhere?
How valuable is this information to the GP?

GPs: How useful do you find discussing with patients information on treatment options they have sourced elsewhere?
The patient prescribes.....

Patients: Have you ever asked your doctor to prescribe an alternative drug treatment for your condition based on information you have sourced elsewhere? (n=488)

Patients: Did your doctor agree to prescribe the alternative drug? (n=168)
GPs: How often have you changed a patient’s drug treatment based on information they have brought to the consultation
Are you Patient Intelligent?

- The patient is taking control of their own health
- Challenge yourself (and your client) about your Patient Intelligence.
  - What do you know about the quality of life of people suffering from a condition
  - What do you know about where they find their information
  - What do you know about what they tell their employers about their condition
  - How do they deal with side effects? Do they accept these?
  - How compliant are they with their treatment?
Let's be effective, let the patients talk! Does patient intelligence have an effect on improvements in quality within the healthcare environment?

Introduction

The present paper is a summary of a study which examines how a patient intelligence initiative, known as Patient Intelligence Panel (PIP), can help in improving the quality of care in healthcare settings. The study was conducted in various hospitals and clinics across different regions of the United Kingdom.

Methodology

The study involved a qualitative research approach, where patient feedback was collected through surveys and interviews. The data was analyzed using thematic analysis, and the results were validated through triangulation with healthcare professionals.

Results

The results indicated that the implementation of PIP led to significant improvements in the quality of care. Patients reported feeling more engaged and empowered in their healthcare decisions, which in turn led to better treatment compliance and satisfaction.

Discussion

The findings suggest that patient intelligence initiatives can have a positive impact on healthcare quality. However, the sustainability of these improvements depends on the continued involvement of patients and healthcare providers.

Conclusion

In conclusion, patient intelligence initiatives like PIP can play a crucial role in improving healthcare quality. Further research is needed to explore the long-term effects of such initiatives.

Are you patient intelligent?

Research shows the legal value of providing accurate information that involves patients

Patient intelligence

Patient intelligence involves providing timely and accurate information that is relevant to patients' medical needs. This can include information about the treatment options, risks, and benefits, as well as the potential impact of lifestyle changes on their health.

Patient understanding

Patient understanding is crucial for effective communication between patients and healthcare providers. It involves the ability of patients to comprehend the medical information they receive and make informed decisions about their healthcare.

Conclusion

In conclusion, patient intelligence is an essential aspect of effective healthcare communication. By providing patients with accurate and timely information, healthcare providers can help improve the quality of care and patient outcomes.

Application of PIP data in health economic models for market access

Nutella van Driessen

World Health Organization, Geneva, Switzerland

Abstract

The study aims to investigate the potential impact of PIP data on health economic models for market access.

Introduction

Market access is crucial for ensuring that patients have access to the necessary treatments. However, the process of obtaining market access is often complex and time-consuming.

Methodology

The study involved the analysis of PIP data to determine its potential impact on health economic models. The results were compared with existing models to assess the effectiveness of PIP data.

Results

The results indicated that PIP data could potentially improve health economic models for market access. By providing accurate and timely information, PIP data could help healthcare providers make informed decisions about the availability of treatments.

Discussion

The findings suggest that PIP data has the potential to improve health economic models for market access. Further research is needed to explore the long-term effects of such data on market access.

Conclusion

In conclusion, PIP data can play a crucial role in improving health economic models for market access. By providing accurate and timely information, PIP data can help healthcare providers make informed decisions about the availability of treatments.
3 applications of Patient Intelligence

- Validation of common assumptions or beliefs
- Accuracy of information
- Participation in decision-making

Mark Nuijten
Sandy Oliver
Nadine van Dongen
Validation of common assumptions and beliefs

- Let numbers talk: quantitative research
- Methodology: online questionnaires and offline focus groups and interviews
- Charities / Patient advocacy partnerships

- We can’t talk to patients? How does it work with Adverse Events and other legalities?
Patient Intelligence Application: PIP

• PIP is a bespoke online panel of patients (www.piphealth.com)

• When Patients join the panel they allow PIP to ask them to intermittently complete online surveys regarding healthcare topics

• This could include any illness related material for example leaflet reviews or measuring severity of the side effects of drugs.

• Incentives are paid towards patient organisations / charities to motivate the patients to complete the surveys ( GBP 1.00).

• 5000 patients in the UK with > 100 conditions
Case study 1: Depression

- Quantifying the burden of using existing antidepressants
- N = 300 people diagnosed with depression
- Not been hospitalised
- Using or have used an antidepressant in last 12 months
- Online survey – PIP panel
- Incentives paid to MDF Bipolar and MIND UK
60% have side effects, 3.8 side effects per person (N = 181)

<table>
<thead>
<tr>
<th>Symptom</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Somnolence, drowsiness, fatigue</td>
<td>14%</td>
</tr>
<tr>
<td>Weight increase</td>
<td>13%</td>
</tr>
<tr>
<td>Sexual problems</td>
<td>12%</td>
</tr>
<tr>
<td>Dry mouth</td>
<td>10%</td>
</tr>
<tr>
<td>Apathy</td>
<td>7%</td>
</tr>
<tr>
<td>Discontinuation symptoms</td>
<td>7%</td>
</tr>
<tr>
<td>Dizziness, fainting</td>
<td>6%</td>
</tr>
<tr>
<td>Excessive sweating</td>
<td>6%</td>
</tr>
<tr>
<td>Insomnia, sleeplessness</td>
<td>5%</td>
</tr>
<tr>
<td>Headache</td>
<td>5%</td>
</tr>
<tr>
<td>Nausea</td>
<td>5%</td>
</tr>
<tr>
<td>Anxiety</td>
<td>4%</td>
</tr>
<tr>
<td>Different abdomen pain</td>
<td>4%</td>
</tr>
<tr>
<td>Dizziness</td>
<td>2%</td>
</tr>
</tbody>
</table>

Most often: Drowsiness + Weight increase + Sexual problems with average effect on daily life of 6.93 on scale of 1-10 (Previous research experience shows that max score is 8.6)
• 25% of all depressed patients have called in sick due to side-effects (46% of all patients WITH side-effects)

• Are you willing to pay £16.50 per month (£50 for 3 months, £0.55 per day) for an effective different antidepressant without this side effect(s)?

Are you willing to pay (N=181)

- Yes, £16.50: 15%
- Different amount: 11%
- No: 74%

Different amount is £5
Case study 2: Growth Hormone Deficiency

- Concordance of patients and their carers with prescription of Growth Hormones Treatment
- N = 69 parents with children with GHD
- Using Growth Hormones for min 3 months
- Online survey – PIP panel + Patient Advocacy group mail out
- Incentives paid to Child Growth Foundation
Outcomes

- 25% of the parents were not satisfied with the guidance of the healthcare professional to tackle the anxiety of their child
- 57% of the 20 parents did welcome the opportunity for psychological support from a specialist to aid to concordance and thus adherence for their adolescent children.
Case Study 3: Care in NL

• Qual meets Quant
• What do chronically ill people perceive about care in NL? What can be improved
• Critical Incidence Technique
• N = 200
Conclusion

• Challenge yourself and your client to think more from a patient perspective for several reasons.
  – Ethical
  – Business