



Evaluating patient support materials

1

The business challenge.

Our client, a high profile public health charity, needed to evaluate their patient support material offering to establish whether the current content, style and language were fit for purpose and identify what improvements, if any, were needed to maximise usage.

Our approach.

Our approach was split into two distinct arms of research. The first of these was to evaluate the materials with physicians using them at the point of care, whilst the second was to evaluate them with the patients themselves. In both cases we targeted physicians and patients who had already used the materials, as well as those who were not previously aware of them.

2

Across the research a mixed methodology of telephone interviews, focus groups and an online survey was utilised.

Physicians



Patients



The outcome.

3

Our findings identified that whilst the current patients support materials were working well, small improvements could be made to the content that would increase patient benefit, and therefore encourage greater use among both physicians and end users.