

Emerging markets – Patient Journey



1

The business challenge.

Our client who works in a mature, highly competitive therapy area wanted to explore the pathway along which the 'patient' travels from consideration of undertaking elective treatment through to action, so that they could develop an effective & targeted marketing strategy.

Our approach.

A three stage approach was utilised to fully explore the patient journey, size the potential market and quantifying touchpoints and influences to optimise strategy.



Road to therapy

- Desk research
- In-home interviews with naive patients
- In-home interviews with experienced patients
- Duo interviews with HCPs



Sizing the market

- Large scale representative on-line survey to understand prevalence and consideration.



Quantification of touchpoints

- Robust online study pivotal in shaping survey design & identifying key groups

2

Following each stage strategy day's and workshops with the clients were facilitated to review insights, develop outputs and strategic implications/ direction.

- Countries: USA, Brazil, Mexico, UK, Germany, France, South Korea and Russia.

3

The outcome.

Our findings helped the client identify opportunities to leverage/influence patients and HCPs decision making at each stage of the journey towards treatment. By working closely with our client, interested stakeholders and affiliates we provided a winning strategy to build and develop a foothold into a competitive market environment. The key to success for this project lay in having confidence in achieving hard to reach patients and eliciting their true behaviours and attitudes. Whilst being transparent and engaging with the client through-out the project and beyond.