

voice of the patient practice

The Trend

In an industry where research with healthcare professionals has driven product development, communication efforts and branding for 50+ years, the voice of the patient is growing louder. Evolving communication channels, unlimited information and healthcare reform suggest that doctors are no longer a solo piece of the pie that determine prescribing. Patients have many outlets for knowledge and are becoming a main influencer in treatment.



Communicating with patients is critical in creating a successful product; knowing how to do so effectively requires a holistic understanding of their lives from multiple touch points. To gain comprehensive insights of the patient audience, Psyma has created a team focused on creating a 360° patient profile that uncovers...

- Personal needs and desires, more importantly unmet needs,*
- Who the patient is both emotionally and physically,*
- Quality of life and relationships,*
- Patterns for gathering knowledge and making treatment decisions*

Doing so will give companies the leverage to create relevance, opportunity and connections with consumers.



Voice of the Patient:

APPROACH

- Blogging
- E-nography
- Ethnography
- Triads

AUDIENCE

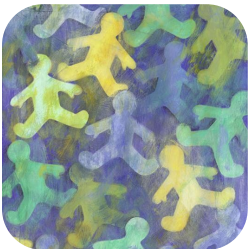
- Patients
- Newly diagnosed patients
- "Health-sumers"
- Parents / Caregivers
- Teens

WHEN GLOBAL EXPERTISE MATTERS IN MARKETING RESEARCH

Our Approach

Psyma International uses a hybrid of methodologies to gain a 360° understanding:

- **Blogging** allows respondents to catalog and comment on every day interactions in real time without depending solely on recall and creates a comfortable environment for sharing. Depth of information is guaranteed in both one-on-one and group settings.
- **E-nography** is a video-journaling exercise that acts as a window into patient interactions with sources of information, new drug regimen and family members, among other things. Allowing user-generated content in research gives respondents control over what is captured, showing a purely unbiased perspective.
- **Ethnography** allows immersion into a respondent's natural environment, acknowledging the influence that peripheral stimuli and context have on behavior.
- **Triads** create an instant support group, without being overwhelming. Creating a supportive environment leads to easier recall and open sharing.



Audience

- Patients (examples: Type 1 diabetes, Hemophilia, Multiple Sclerosis, Rheumatoid Arthritis, among others)
- Newly diagnosed patients
- "Health-sumers" (examples: contraception, smoking cessation, cosmetic surgery, among others)
- Parents / Caregivers
- Teens

Psyma Background

- The Psyma Group has been dedicated to primary marketing research since 1957 and currently has operations in North America, Latin America, Europe and Asia
- Our first healthcare division was established in 1965 in Europe and quickly broadened to offer global strategic services. Our US-based healthcare division was founded in 1997 to offer both global and domestic research services to our clients
- Our global healthcare team is comprised of highly experienced and specialized consultants, dedicated to meeting your most challenging custom qualitative and quantitative research needs
- Our extensive client list includes most of the world's leading pharmaceutical, vaccine and biotech firms

Contact

Anna Martin, Voice of the Patient Practice Leader, US office
anna.martin@psyma-usa.com

Katrin Meder, Research Executive, European office
katrin.meder@psyma.com

**WHEN
 GLOBAL EXPERTISE MATTERS
 IN MARKETING RESEARCH**

offices in WESTERN & EASTERN EUROPE • ASIA • USA • LATIN AMERICA

Psyma International • PHONE 610-992-0900 • EMAIL info@psyma-usa.com • URL www.psyma-usa.com