Using Patient Engagement to Remove the Roadblocks to Effective Treatment

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Using Patient Engagement to Remove the Roadblocks to Effective Treatment

Agenda

1. Takeda’s CV Challenge
2. The solution
3. Utilizing Market Research
4. Conclusion
How should Takeda approach its ambition of ‘improving CV management in Asia’ through the ‘launch of a program’ that will also include introduction of their new drug to the right patients and in the best possible way?

Late entry  
Crowded category  
Undifferentiated
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Takeda’s CV Challenge

First movers don’t always have the advantage
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Takeda’s CV Challenge

How does a late entrant win?

“A late mover should understand the customer preferences, identify a superior position, &/or undercut on pricing, &/or spend more on its marketing mix to overcome the disadvantages imposed by late entry”.

“The late entrant should redefine the game in such a way that it disadvantages the pioneer.

If a late entrant can restart the learning process, it can redefine the market and become associated with the reshaped market.”
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Takeda’s CV Challenge

It all starts with insight!

The power of insight
An insight when leveraged has the power to change customer behavior

Insights are more effective when they:

• Create a disequilibrium
• Change momentum
• Are exploited via a benefit that your brand can deliver
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Takeda’s CV Challenge

Demystifying the challenge

1. Understanding the unmet needs and treatment gaps
   - Seeking advisory board recommendations

2. Initiating observational study to assess the unmet need
   - Understanding quantitative research & syndicated information

3. Sharing the above findings with the advisory board
   - Engaging stakeholders early in outlining next steps
   - (Ad board, MR, Advertising, PR, Medical Education)
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Takeda’s CV Challenge

This is the market that Takeda is entering

They need to formulate and implement a blue ocean strategy
Blue ocean strategy is an analogy to describe the wider, deeper potential of market space that is not yet explored.
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Takeda’s CV Challenge

Market research was the foundation of Takeda’s blue ocean strategy

Market research must deliver actionable tools

- Deep understanding of the different types of prescriber
- Independent, credible information, to help physicians understand their patients.
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The Solution

- Tap into the internal knowledge that already exists within Takeda
- Engage with Ad Board members to identify their research needs
  - Identify question paths that HCPs are interested in
  - Buy-in on methodology and approach from the start
- Identify areas of non-alignment between internal stakeholders and HCPs
  - Findings are fed back to the brand team to generate hypotheses to take forward into future primary research

Stakeholder engagement

This collaborative approach significantly improves the research design and development process. This ensures that interview time spent with target customers can be maximised, resulting in a greater depth of understanding.
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The Solution

Ad board meeting: Identifying the information gaps
Highlighting unmet needs

Why are patients not reaching goals?

How can we bridge this gap?

What doctors believe as reasons for them not reaching goal?
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The Solution

Ad board meeting: Identifying the unmet needs

<table>
<thead>
<tr>
<th>Ideal consultation</th>
<th>Actual consultation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time</strong></td>
<td><strong>Knowledge</strong></td>
</tr>
</tbody>
</table>
| • Enough time for 2 way exchange of info | • Patients come prepared with the right questions | • Trust  
• Equal style of communication |
| **Time**           | **Knowledge**       | **Communication** |
| • Time poor  
• High patient workload | • Unprepared patients  
• Gaps in education background | • Paternalistic communication  
• Top-down |
# The chronic disease patient journey

The inflection points where interventions can be made to improve positive outcomes and reduce negative influences

| Pre-Diagnosis | Diagnosis | Engagement | Treatment Initiation | Roadblock
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient experiences symptoms</td>
<td>Approaches a doctor</td>
<td>Diagnosis of a chronic condition confirmed</td>
<td>Patient seeks disease information</td>
<td>Patient begins 1st line treatment</td>
</tr>
<tr>
<td>ROADBLOCK Not motivated to constantly monitor condition</td>
<td>Patient sees doctor, is switched to 2nd line treatment</td>
<td>ROADBLOCK Patient seeks disease information</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Patient compliance to treatment is poor</td>
<td>ROADBLOCK Problem accessing treatment i.e. Cost issues</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Management</th>
<th>Roadblock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Works with doctor</td>
<td>Depression &amp; Isolation</td>
</tr>
<tr>
<td>Participates in support groups, online forums, blogs etc.</td>
<td></td>
</tr>
<tr>
<td>Patient on treatment &amp; in control of condition</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adherence</th>
<th>Stabilisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continued to learn and find support through patient communities</td>
<td>Patient has accepted the disease, engaged, followed a treatment regimen &amp; learned to adapt to a new life of successful disease management.</td>
</tr>
<tr>
<td>Successful changes in medication &amp; behaviour</td>
<td>Successfully adapts to new side effects and treatment dosing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Researches disease</th>
<th>Seeks reassurance</th>
<th>Wants educating</th>
<th>Requires support and education</th>
<th>Opportunity to influence journey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient receives help from people around them</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to influence journey</td>
</tr>
</tbody>
</table>

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The Study

Using market research to provide credible data that can influence treatment protocols

Why did we interview patients when we want to engage with HCPs?

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Objections</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Experts in data collection</td>
<td>• Credibility of market research data to medical community</td>
</tr>
<tr>
<td>• Independent data</td>
<td>• Fluency in <em>medical speak</em></td>
</tr>
<tr>
<td>• Time efficient</td>
<td></td>
</tr>
</tbody>
</table>

Primary Market Research

Doctors  Patients

Data used to engage with HCPs

Creating resonance and adding value
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The Study

- Engaging multiple stakeholders
- In-depth interviews with patients
- Journals & video placement
- Research with doctors (Identifying treatment gaps)
- Quantifying insights uncovered
- Sharing & consolidation in focus group
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The Study

Engaging multiple stakeholders

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Commercial market research is viewed with suspicion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>How can market research bridge the information gap and maintain credibility with medical community?</td>
</tr>
</tbody>
</table>
| Solution  | 1. Ad board management  
2. 360° research |

Key differences between traditional market research and enhanced research

- In the enhanced approach the focus is on the journey, i.e. How we collected the data
- Only after the audience is satisfied about the rigour of the methodology will they consider the results

<table>
<thead>
<tr>
<th>Traditional MR</th>
<th>Enhanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 stakeholders</td>
<td>Multiple stakeholders</td>
</tr>
<tr>
<td>Focus on results</td>
<td>Focus on design</td>
</tr>
<tr>
<td>Commercial language</td>
<td>Medical language</td>
</tr>
<tr>
<td>Internal review</td>
<td>Peer-reviewed</td>
</tr>
</tbody>
</table>
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The Study

Engaging multiple stakeholders

In-depth interviews with patients

Journals & video placement

Patients

Research with doctors (Identifying treatment gaps)

Quantifying insights uncovered

Sharing & consolidation in focus group

Doctors

Patients

Patients
Using Patient Engagement to Remove the Roadblocks to Effective Treatment

The Study

7 countries in Asia, 709 patients

<table>
<thead>
<tr>
<th>Primary Market Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCPs</td>
</tr>
<tr>
<td>In-depth Interviews (IDIs)</td>
</tr>
<tr>
<td>Patients</td>
</tr>
<tr>
<td>In-depth Interviews (IDIs)</td>
</tr>
<tr>
<td>Focus Group (FGDs)</td>
</tr>
<tr>
<td>Quantitative Research</td>
</tr>
</tbody>
</table>

KOL / Ad board phase

Pilots - Singapore
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The Study

Patient Ethnography

Ethnography can be intrusive and expensive so we asked the patient to make a video diary

- To understand critical touch points the patient is asked to make a video diary
  - Smartphone / video camera
  - e.g. After taking medication or a medical consultation
- The inclusion of insightful clips from these videos provide greater understanding of the patients physical and emotional status at critical points
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The Study

LifeWorld Journal

Each member participating in the focus group asked to complete a short LifeWorld Journal prior to attending

- Utilise personal tasks in addition to group activities
- Living in the condition
- Long term hopes and aspirations
- Collages on what their condition means to them

It is not so much about what they draw or say but the story they tell about their choice
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The Study

Psychographic profiling

Psychographics provide much more useful information about users as opposed to external classifications

- Pen portraits

Requires empathy and in-depth understanding of your respondent group

- Lifestyle
- Behaviour
- Beliefs / values

Demographic overview
- Married female
- Age 48
- Sales admin
- Had T2 Diabetes for 6 years (Hypertension & Angina)

Psychographic overview
- Married with a family of 5
- Working full time (at least 45 hours a week)
- Doesn’t smoke / drink but can’t seem to find time to exercise
- Feels doctors give unrealistic advice

“I think I’m pretty young to have diabetes and I really feel unlucky; why did it have to pick me?”
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The Study

- Engaging multiple stakeholders
- In-depth interviews with patients
- Journals & video placement

- Research with doctors (Identifying treatment gaps)
- Quantifying insights uncovered
- Sharing & consolidation in focus group

Patients

Doctors

Patients
# Using Patient Engagement to Remove the Roadblocks to Effective Treatment

The Study

## Gaps in expectations identified

### Physicians

Expect patients to do more than just take medications

### Patients

Rely on doctor to manage condition

## More than one patient segment

<table>
<thead>
<tr>
<th>Health paranoia</th>
<th>Feel sick</th>
<th>Isolation</th>
<th>Family support</th>
<th>Doctor support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assured</td>
<td>Motivated</td>
<td>Passive</td>
<td>Frustrated</td>
<td></td>
</tr>
</tbody>
</table>

![Graph showing different patient segments]
Not all doctors are the same
• The research also proved that not all prescribers are the same
• Each group needs its own tailored message

Q. How do you know which group each doctor belongs to?
1. Develop a segment identification tool
2. Train sales force to utilise the tool and profile target prescribers
3. Deliver segment appropriate message to correct group
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Utilizing Market Research

Takeda: Utilizing MR insights

Promotional strategy
Patient support programmes
Medical journal publications
Medical comms strategy
Media rollout

Market research as an actionable tool
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1. Takeda’s CV Challenge
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Use research as an agent of change
Market research in Asia is typically considered to be solely a commercial tool but with the correct approach and the necessary rigour it can be a compelling agent of change.

Take a 360 degree approach
Combining the patient’s perspective with doctor’s expectation, observational research & qual insights to understand the whys behind the numbers.

Adopt a big ocean strategy
Benefiting not just the study sponsor but the healthcare and patient community at large.

Remove the roadblocks
Empowering the patient to take some responsibility for its management & work in partnership with their healthcare providers, so they have greater control over their lives.

Tailor marketing messages
Not all prescribers are the same, tailored messaging can be an effective way of delivering targeted marketing messages – matching their attitude & behaviour with what the brand can offer them.
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Any questions?