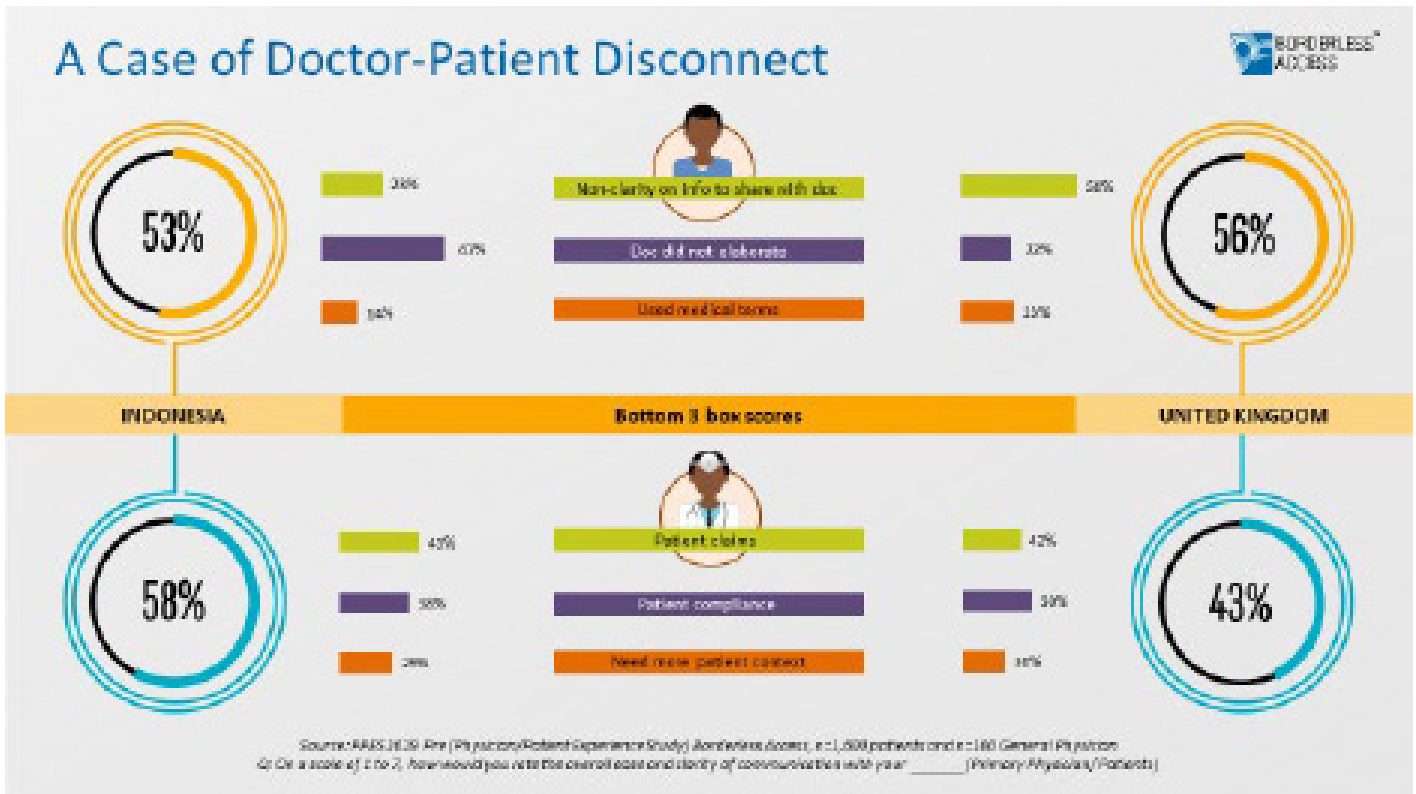


Can Digital Market Research be the Enabler of Patient-centricity?

Patient centricity is no longer just a buzzword. From patient-centric virtual clinical trial programs by Novartis to patient-focussed tech products and services, the approach to healthcare is changing. So, what role can market research play to make a positive contribution towards a patient-centric future and bring agility to pharma companies?



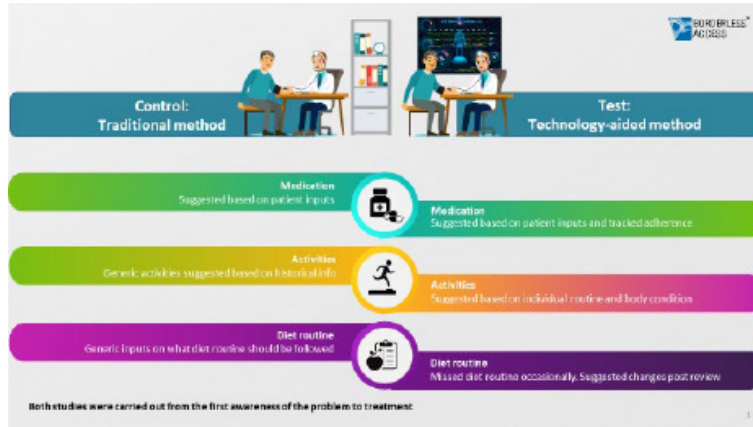
While the world is leaning towards patient centricity, we are still far from achieving a truly patient-centric healthcare system that’s unhindered.

A recent (above) survey of patients and doctors across Indonesia and the UK by Borderless Access, a global digital market research company, affirmed some of these challenges, already believed to be sticking points by stakeholders in the healthcare sector.

The survey outcome establishes the existence of a doctor-patient disconnect. At the same time, it sheds light on the opportunities for market researchers to bridge the communication gap as well as improve information gathering, for the benefit of patients and pharma and biotech companies.

This thought lead Borderless Access to further the study, utilizing its digital healthcare market research capabilities, by mapping patient journeys using new-age research methods.

The goal was to analyze two parallel patient journeys – one (control group) utilizing data gathered from a conventional survey and the other (test group) with additional data from a “smart device” worn by the patients. The smart device would capture a wealth of information such as blood volume pressure, heart rate, skin temperature, and muscle tone, activities, and GPS data.

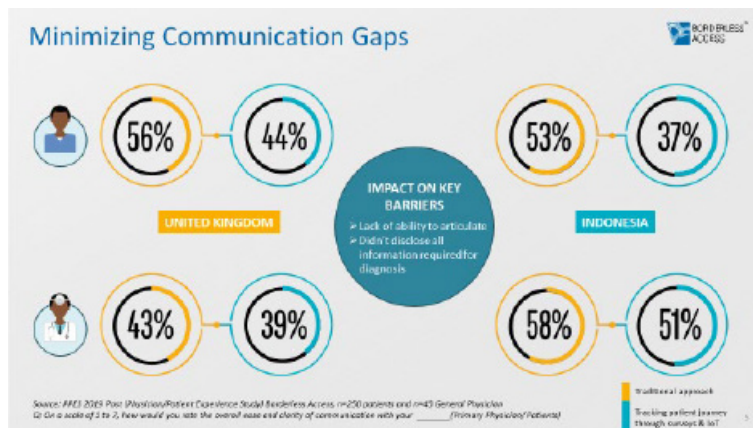


Control group: Patient inputs to the doctor were minimum, limited by doctor-patient disconnect observed earlier. The treatment process was dependent on data monitored by doctors based on conventional treatment practices such as medical tests, as well as patient inputs and available historical data.

The result was a conventional consultation where the treatment was significantly dependent on patient inputs.

Test group: The doctors had access to a rich set of data gathered from continuous monitoring of patients' health parameters by the smart device. This data also helped fill the information gap during patient-doctor interactions. Data was further validated using passive data monitoring for precision diagnostics and the course of treatment and medication was decided based on a comprehensive analysis of active and passive information.

In the test group, doctor recommendations were not limited to patient inputs since the smart device allowed active tracking of patient activity, routine, and even certain aspects of therapy adherence. This made the recommendations dynamic, more suited and continuous.



In conclusion, the forward-looking approach to patient-centricity represents a combination of methods. The existing quality and quantity of patient information collected via smart devices will methodically change future feedback. Tracking studies as a hybrid of technical and traditional surveys will become the new standard. Data technologies are increasingly being used and the collected data will in the future be validated and analysed in new depth by market research companies such as Borderless Access.