

Case Study

Integrated patient journey

Mapping the Emotional Journey™ to build brand empathy and better support patients

Challenge

A large pharma preparing to launch a cutting-edge procedure for certain cancers needed to understand the relationship between emotion and patient behavior within an oncology condition group and patient subgroups in order to enable targeted communications that speak to varied needs and motivations of a diverse patient population. They needed to understand:

- Where patients were struggling
- What information and support resources they were seeking
- At what points in the patient journey their brand could best address these unmet needs.

Solution

The pharma brand team partnered with Clarivate to utilize our library of social taxonomies. Clarivate social analytics experts segmented anonymized voice-of-the-patient data by stage of the patient journey, then overlaid a 14-point Emotional Journey™ indexing solution to reveal the ebb and flow of emotions as patients progress through management of the condition, in order to:

- Surface patient perceptions, motivations and behavior
- Pinpoint unmet needs and pain points at key stages of the journey

Result

The brand team gained a better understanding of the patient mindset, and how emotions drive decision-making.

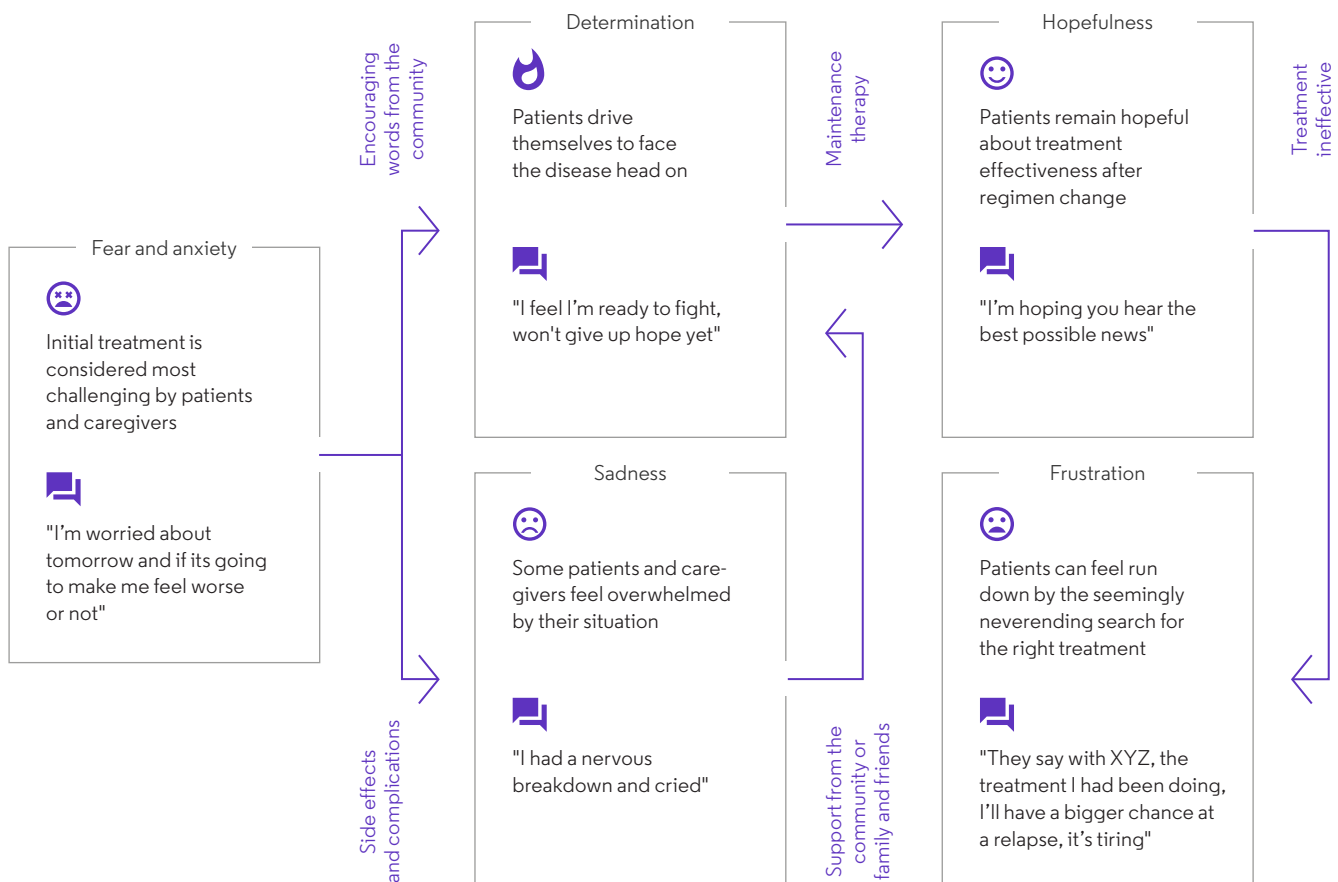
Key findings included:

- Older patients with this condition experience tremendous anxiety over the costs associated with care-related travel and lodging; many spoke of the procedure as something out of science fiction, believing it to be beyond their reach.

- A small group of longer-term patients and caregivers act as admins in online forums and support groups. This finding enabled the development of an influencer strategy leveraging these KOLs' status as trusted sources of treatment information to promote awareness of the option.

These insights, together with a detailed journey map showing emotional inflection points, helped the brand optimize its messaging by incorporating real world patient vernacular, augmenting and strengthening the brand's patient support program, and break down barriers to therapy adoption.

Emotional insights across the treatment journey



The Clarivate difference

1. Clarivate's proprietary Emotional Journey™ analysis framework uses social conversation data to quantify key emotions and the triggers driving patients at each stage of the treatment journey, informing patient persona analysis and allowing us to map patient needs, pain points and preferences across the journey.
2. Clarivate's social analytics experts know the data inside and out. They're skilled in using advanced analytical techniques to find the right insights for your unique brand challenge, and they understand how to navigate the nuances of a complex system of healthcare payment and provision.

Contact our experts today:

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