

Patient Centric Pharma: Restructuring Business for Better Outcomes

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Abstracts

Is “patient centricity” a passing fad? Experts say it’s here to stay. In fact, it’s been called a “strategic necessity.” Companies like Pfizer and Sanofi know it. Patient Centric Pharma gives you an insider’s look at how they and others are using patient centricity to build business and cement relationships, and what you need to do to compete.

Contributors include executives from Boehringer Ingelheim, Merck Serono, UCB and others. Case studies and examples are drawn from experiences at AbbVie, AstraZeneca, Novo Nordisk, and Vertex, in addition to Pfizer and Sanofi.

Top Takeaways

Meet customer expectations: See what we can learn from companies outside pharma like Amazon about customer engagement and responsiveness.

The value of patient centricity: Find out the factors that make this model the valuable modern approach to business pharma needs and not just a buzzword.

Be more relevant: Gain strategic advantage by understanding how to be more relevant to patients.

Gain organization-wide commitment: How to get support from senior management to ensure there is a “patient centricity team” and “Chief Patient Officer” in the future of your business.

Experts tell us the barriers to patient centricity: Know the internal and external barriers to patient centricity, how to overcome them, and why you should bother.

The benefits of patient collaboration: How to better collaborate with patients and benefit from the experience.

Improve product life cycle: How to use patient engagement and input throughout your organisation and across the lifecycles of your brands.

Key Issues Explored

The critical relationship between patient centricity and customer expectations in 21st century commerce.

Strategies and techniques for overcoming internal and external barriers to patient centricity.

Patient centricity is more than an attitude; it's a pathway to valuable business information.

Patient centricity merits and requires the support of senior management and an organization-wide commitment. Have you got that at your company? If not, how can you get it?

How to measure and assess patient centricity.

Patient centricity is now a factor from early stage drug development to implementation of patient support programmes.

The future of patient centricity and how to prepare for it.

Is there a "patient centricity team" or "Chief Patient Officer" in your future? Should there be?

Patients' expectations are growing. They're comparing you to Amazon. Your "patient centricity" needs to keep pace.

Assess patient expectations of you and your organisation and implement the programs that will help you meet them.

What are the most important elements of a patient-centric strategy?

How to effectively leverage patient engagement and input throughout your organisation and across the lifecycles of your brands.

Who needs this report

This report will benefit anyone with responsibilities in the following areas:

Marketing

Product/Brand Management

Digital/Multichannel Marketing

Commercial Innovation/Excellence

Key Account Management

Patient Advocacy Relations

Patient Experience/Engagement

Patient Recruitment/Patient Access

Medical Communications

Medical Affairs

Lifecycle Management

Regulatory/Compliance

Contributors

AbbVie

AstraZeneca

Boehringer Ingelheim

Merck Serono

Novo Nordisk

Pfizer

Sanofi

UCB

Vertex

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