

# **Physician Views - Breathing new life into patient care; patient-centric services in the respiratory market**

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## **Abstracts**

According to the Institute of Medicine, patient-centric care can be defined as 'providing care that is respectful of and responsive to individual patient preferences, needs and values, and ensuring that patient values guide all clinical decisions.'

In a 2012 article published in the NEJM, Charles Bardes suggested that 'as a rhetorical slogan, it (patient-centric medicine) stakes a position in contrast to which everything else is both doctor-centred and suspect on ethical, economic, organisational and metaphoric grounds.'

Likening a hypothetical patient to a 'shuttlecock' – who is assessed and subsequently transferred to another physician on multiple occasions – patient-centricity 'seeks to focus medical attention on the individual patient's needs and concerns, rather than the doctor's,' adds Bardes.

Patient-centricity has also gained significant momentum from a commercial perspective. This has been partly driven by a broad move towards more personalised healthcare offerings, alongside a greater requirement for industry to demonstrate and communicate the 'value proposition' of newly developed drugs. Furthermore, the consumer base – as befits the evolution of the patient/physician relationship described above – has become increasingly engaged and empowered.

With respiratory diseases such as asthma and chronic obstructive pulmonary disease (COPD) known to be under-diagnosed, frequently mistreated and heavily linked to patient non-adherence issues, they are identified as exerting a significant burden on healthcare systems and the broader social-economic landscape. As such, they are an important focal point for the growing patient-centric narrative.

Furthermore, GlaxoSmithKline's ongoing (and much discussed) Salford Lung study – which is designed to demonstrate that improved outcomes may stem from better adherence (the study is assessing the company's once-daily ICS/LABA combination Breo Ellipta) – encompasses both the concepts of patient-centricity and real-world data.

With the Salford Lung study touching on how effective support of patients in the community can result in better outcomes and the generation of high quality data that can be submitted to regulators, FirstWord is polling pulmonologists based in the US and EU5 to assess how physicians perceive patient-centric support services.

### **Specifically, FirstWord is asking pulmonologists**

To detail their knowledge and awareness of patient-centric support services made available to patients suffering from asthma and/or COPD?

To identify the key reasons for recommending patient-centric support programmes to asthma/COPD patients?

For what reasons they would not recommend patient-centric support programmes to asthma/COPD patients?

at they believe is the primary offering of patient-centric support programmes for asthma/COPD patients?

What feedback they have received from patients with regard to these programmes?

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