

Importance of patient engagement a Pharma perspective

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Need for patient engagement

New medical solutions are increasingly expected to provide a higher level of value...beyond efficacy and safety

The role of the patient is expanding...



- Regulators, payers and other critical stakeholders are increasingly reflecting the patient perspective

Patients/advocacy groups want to get involved...



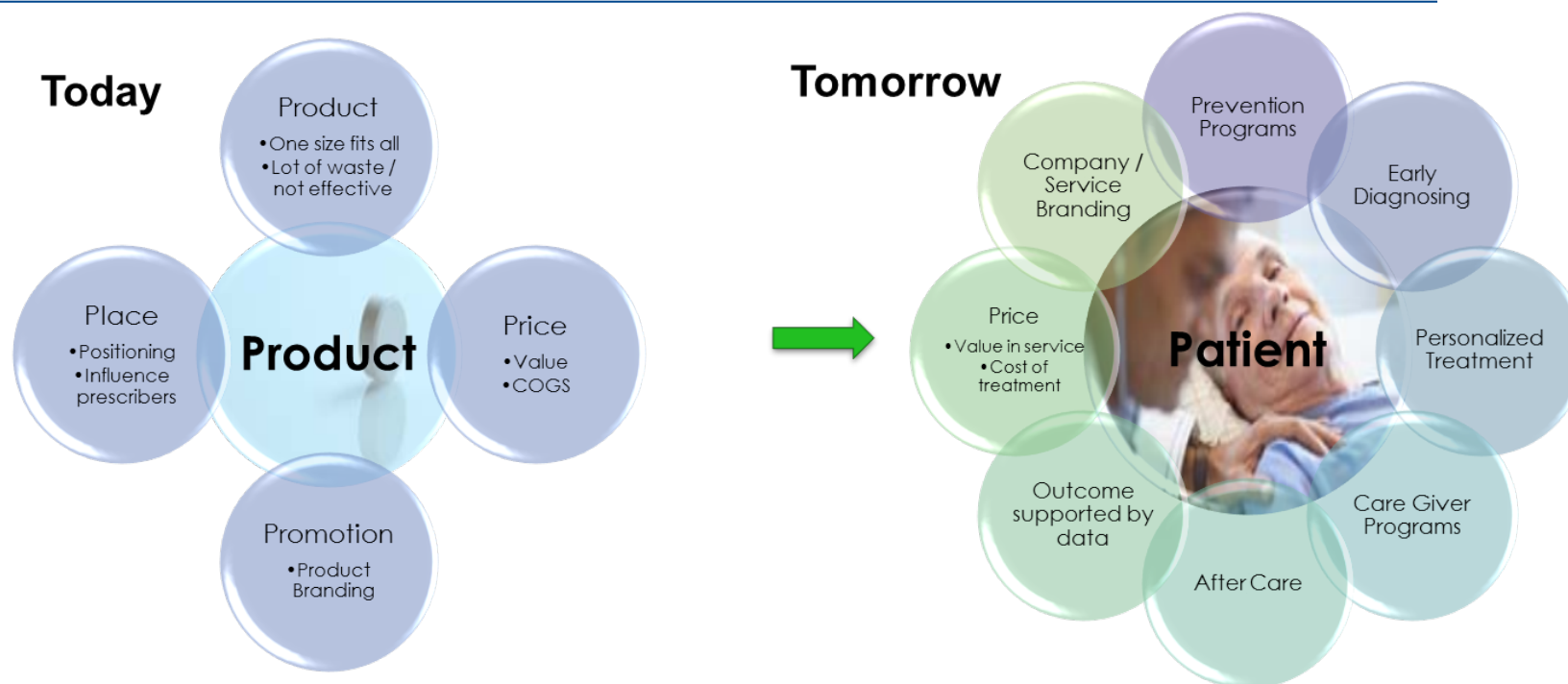
- Patients and advocacy groups working on their behalf are influencing policies and decisions

Pharma companies are investing in this space...



- Multiple companies have begun to adapt to the increased prominence of the patient

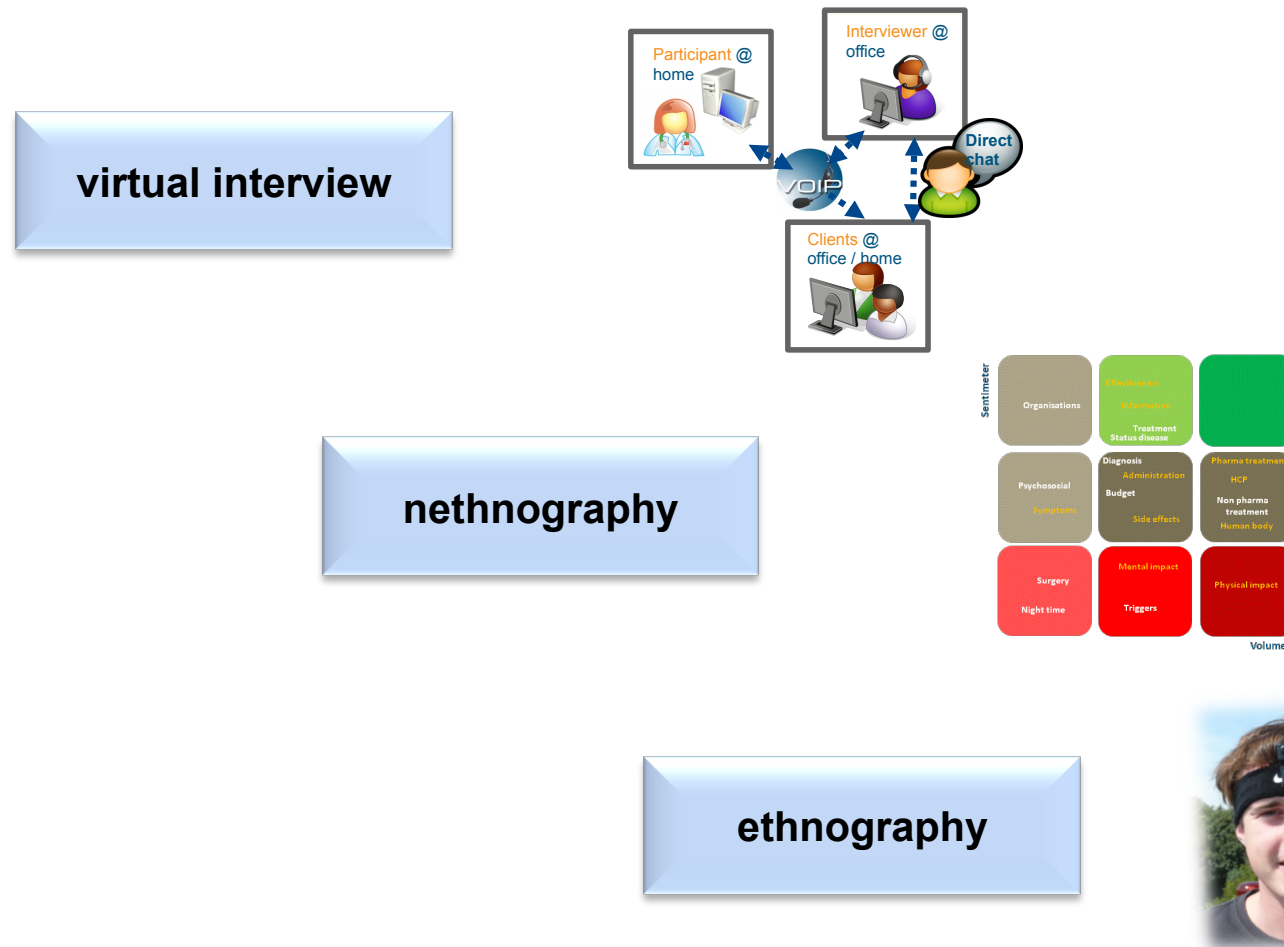
Patient-centric health management requires new insights



Type of Care	Transactional Reactive Care
Budgets	Shrinking HC budgets
Type of Treatment	Drug based treatment

Type of Care	Intimate Preventive Care
Budgets	Outcome based
Type of Treatment	Integrated Disease Management

Multiple techniques available



Generating new insights


Loss of energy



Doing less

- > The diabetes has a large impact on the overall energy doing less
 - They take on **less activities**
 - Work **less hours** (both private tasks as well as professional)
 - They find **calmer hobbies**




"About **2 hours** is my maximum at a time, and I won't engage in anything too strenuous unless there is someone else about just in case."


InSites Consulting



"I'm up at 03:00, to get in for early shift, the fact that I've woken up this week by **feeling tired & not doing anything else**, is depressing."

Result


Loss of energy



Taking naps

- > The second measure patients take to compensate the overall lack of energy is taking naps
 - When at home a **nap after lunch** is included
 - Patients need to **prepare for & recuperate** from a day out



"Fortunately, I'm not too tired yet. You will find that **tiredness** is something often referred to in my blog, as I am forever getting tired, or having to go to bed for a nap. I find this to be almost the worst effect of the diabetes, or the side effects of the diabetes."

InSites Consulting



"Here's the result of 30 minutes strenuous exercise! It's about 1.30 pm now so I'll have a lunch of soup bread and Pate, take a **shower and a nap** now."



"These days I find I have **less energy** 'on top' so this afternoon I will take an hours sleep to make sure I stay on top of things."

Results multi-media ethnography study - Diabetes patients 24

Future goal – holistic view

