

Patient Centricity Assessment & Strategy

A global generic pharmaceutical manufacturer with a smaller, but critically important, specialty branded pharmaceutical arm was seeking to better understand their gaps and opportunities around key pillars of the patient centricity spectrum. At the same time, the company wanted to construct and articulate a clear strategy and roadmap to further consider patients in everything that the organization does with a goal to become an even more patient centric as an organization.

The Clarkston team assessed the pharmaceutical company's current landscape via senior executive interviews, in- and out-of-industry best practices research, and applying Clarkston's Patient Centricity Maturity Model to understand the unique challenges posed by the company's portfolio and structure. Solutions were developed to address the organization's unique challenges with both short-term attainable outcomes and a longer-term roadmap to achieve their bigger aspirations.

As the structure of patient centricity and the internal team shifted from a centralized unit to decentralized leadership, Clarkston developed novel solutions, next steps, and a roadmap with an eye toward success under the new organizational structure. Through Clarkston's change management approach, our work tapped into the deep commitment of individuals in the organization to work toward greater patient centricity and inspired leadership to engage, recognize, and communicate the organization's commitment to patient centricity more consistently.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Life Sciences

PRODUCTS AND SERVICES :



Pharmaceuticals

PRIMARY OBJECTIVES:

- Define the most critical challenges getting in the way of becoming a more patient-centric organization
- Benchmark the company's patient centrality behaviors and capabilities against other major global pharmaceutical companies
- Align on a unified definition and vision of patient centrality to rally the organization
- Identify opportunities to grow patient centrality at the organization in both the short and long term
- Develop a playbook of recommended actions to strengthen patient centrality
- Recommend and deliver a short-term pilot project to demonstrate impact and socialize larger plan across key stakeholders
- Roadshow recommended solutions and roadmap to further get buy-in across key executives and cross-functional areas

RESOLUTION:

- Executed internal stakeholder interviews and workshops to uncover strengths and challenges to patient centrality
- Benchmarked the organization against key competitors and out-of-industry leaders around several patient-centrality metrics and initiatives
- Developed patient centrality definition and vision statement to create common language across the organization
- Synthesized and reported on the current state, including facilitating team workshops to identify and prioritize solutions across the organization
- Developed roadmap of recommended tactics and implemented two pilot projects to further drive recommendations forward
- Socialized executive summary deck to all key stakeholders

KEY BENEFITS:

- Common definition and vision of patient centrality agreed to and socialized across key functional areas within the organization
- Several critical departments (Marketing, Communications, Insights, Medical, and Patient Services) committed to ongoing patient centrality efforts
- Key leadership teams building communication plans around patient centrality to further disseminate key insights, short-term wins, and leading practices around patient centrality
- Current brand planning materials were augmented to include deeper and greater considerations of the patient
- Identified the importance of communications from the senior team for both internal and external stakeholders and created an Executive Communications Plan to enable consistent and authentic communications
- Short-term (6 to 12 months) and mid- to long-term roadmap (1 to 2 years out) outlines key activities and timelines to move the organization along a clearly defined Patient Centrality Maturity Model



KPIs

Increased awareness, commitment to, and common language around patient centrality across the specialty marketing organization team and leadership

Activities outlined will grow patient centrality at the organization from Level 2 to Level 4 on the Patient Centrality Maturity Model

Brand planning materials now include >500% additional mentions, interactions, and approaches to include patient-centric thinking into key planning elements

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