

# Understanding the Patient Journey

Tom Edgar, Customer Experience Manager

**MUHC-ISAI Patient Engagement Conference**  
October 30th, 2015

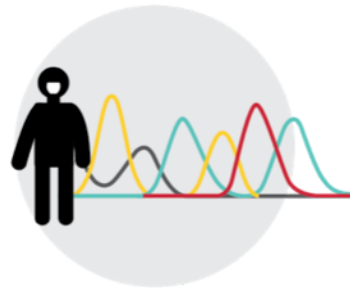


***Doing now what patients  
need next***

# ROCHE: OUR PATIENT CENTRICITY JOURNEY



Roche recognized for delivering innovative new therapies that help make patient's lives better.



Delivering innovative treatments is not enough to deliver the best patient outcomes possible.



We collaborated with the Canadian healthcare community and patients to understand the changing environment and define how to be more patient centric

~1900-Current

2013

2014

## What have we done?

### From Product Centric to Patient-Centred Planning:

- Built comprehensive understanding of entire Hematology patient journey from patient perspective
- Co-created (with patients & healthcare stakeholders) strategies and tactics to address journey gaps
- Triple Impact criteria for investment decisions

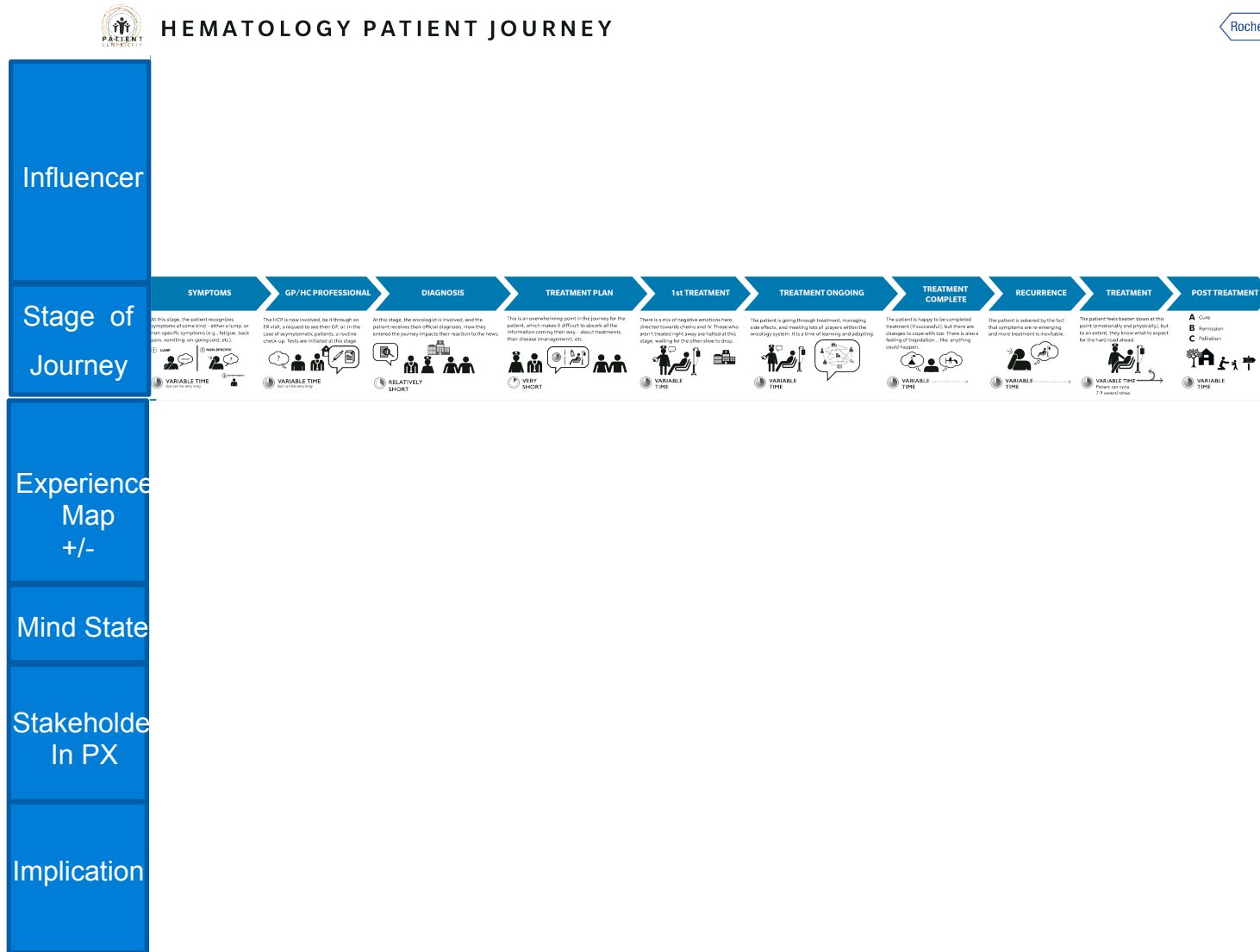
## Barriers to Implementing Patient Centricity?

- Health Canada
- Internal Compliance

## Unearthing Patient Stories

- Ethnography
- Partnering with Patient Groups
- Friend and Family Experiences

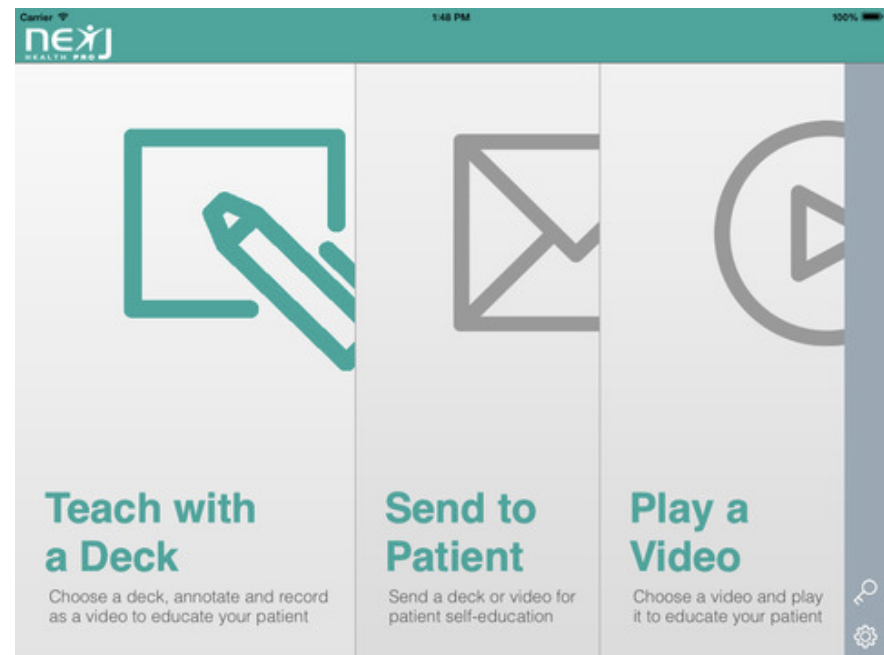
# Hematology Patient Journey



## Insight #1

1. New cancer patients retain little medical information
  - People just diagnosed with cancer remembered less than half of what their doctor had told them about treatment goals. Gabrijel SJ, Clin Oncol. 2008 Jan 10;26(2):297-302

## The NexJ Pro Health App



## Insight #2

Patients turning to the internet for support to understand their diagnosis, disease and tx options.

Why? Knowledge Gaps emerge when tx decisions:

- Made with a lack of attention to a patient's preferences
- Delivered using poor communication techniques

- The CLL Patient Navigator
  - online resource/quiz that empowers patients to speak about tx options with their HCPs



## Insight #3

- Little to no information exists for blood cancer patients post (in-between) treatment.

Brought to you by Lymphoma Canada

Français



HOME

MY DISEASE

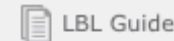
MY BODY

MY MIND

MY WORLD

Home

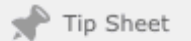
Legend:



LBL Guide



Video Content



Tip Sheet

## Welcome

Life Beyond Lymphoma has been created specifically for lymphoma patients who are in the off-treatment phase of their journey.

A unique feature of Life Beyond Lymphoma is that it offers a conversational, interactive experience that guides you to the most relevant information on lymphoma survivorship.

A few optional questions will help us tailor your experience and highlight relevant topics.

Your answers will be completely anonymous and will not be stored.



# Our Patient Centred Journey



**PAST**



**PRESENT**

**FUTURE!!**



***Doing now what patients need  
next***