Understanding the Patient Journey

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Doing now what patients need next
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.
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
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.  

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.
Our Patient Centred Journey

PAST

PRESENT

FUTURE!!
Doing now what patients need next