

Building a holistic blueprint for a hybrid and scalable PSP

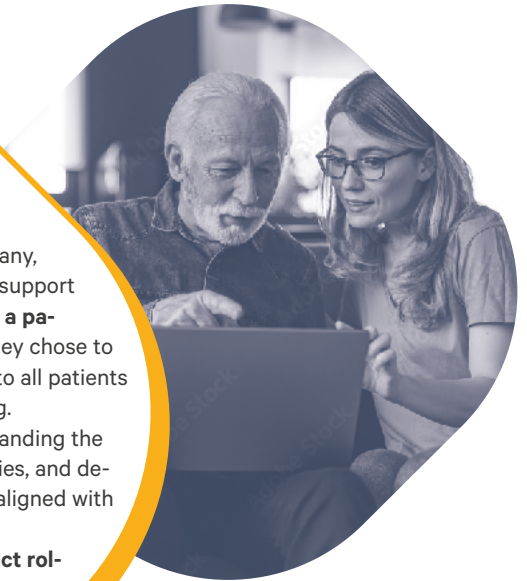
Problem

Designing a patient support program adaptable to multiple markets

Our client is a global research-driven life science company, entering the area of dermatology with a new treatment. To support their strategy, they needed to **reinforce their position as a patient-centric and innovative leader** in this therapeutic area; they chose to do so by developing a Patient Support Program (PSP) available to all patients suffering from the skin condition they are addressing.

Our mission was to build the blueprint for this PSP by understanding the patients' needs, defining the functionalities, technical necessities, and deployment plans, while ensuring that the value proposition was aligned with the needs of every stakeholder involved.

This blueprint also needed to **support a multi-year product rollout strategy, and cover holistically the whole patient journey**, from pre-diagnostic to post-treatment. Finally, the challenge was to build a global blueprint that could be easily deployed across affiliates.



Solution

A structured guide to building a PSP

Based on the client's market research, Observia has developed a strategic and operational blueprint to guide their local affiliates into launching a modular PSP capable of answering market specificities. This has been done in several phases:

1. **Review and consolidation** of in-house knowledge,
2. **Development** of an efficient mechanism to engage local teams,
3. **Gathering** of patients' needs and expectations,
4. **Generation** of the PSP's objectives, scope, strategy, IT specifications, functionalities and KPIs,
5. **Final validation.**

The strategic blueprint contains key elements such as personalisation and customisation strategy, enrolment and engagement strategy, channel and content strategy, functionality requirements etc. The operational blueprint contains practical guidance such as solution description, value proposition, baseline offering, content, data collection, user flow, PSP architecture and regulatory aspects.

- High level of operational detail with real mockups and user flows
- Hybrid deliverable: half strategic, half operational
- Simultaneous co-creation between global, 4 key markets and patients

"To build the blueprint of this modular solution, the key stake was to anticipate every need of both patients and healthcare professionals at each step of the patient journey. We worked closely with global teams and affiliates from three continents to map common features as well as any relevant country specificity. Finding the right recipe and adequate balance between harmonization and local customization, has definitely been our main challenge!"

Anne-Sophie Dorwling-Carter,
EMEA e-health Solutions Head

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Method

1

Market's needs, targets and objectives

2

Enrollment strategy

3

Channels for both patients and HCPs

4

Content creation

5

KPIs and metrics

Results

This method has resulted in a well-defined value proposition for the client to become a patient-centric player. The modular design of PSP will ensure an easy scalability and a smooth implementation in any local market.

A modular approach to ensure an easy scalability and a seamless global expansion



Global PSP Blueprint: Core modules
reusable in different markets via modularity



Market customization: optional modules



- **Functionalities** designed as independent modules (stand-alone « bricks »)
- **Core modules** common to all markets, as the basis of the global PSP
- **Customized optional modules** to be implemented for market specificities
- **Data collected** only for modules that are used

The use of Observia's 4-pillar in-house methodology allowed for a smooth collaboration with the client's teams, at global and affiliate levels. Observia's extensive insights have contributed to building **a ready-to-use blueprint** which will be at the basis of a holistic patient support program aiming at deeply engaging patients and answering their needs. **Our modular conception of this blueprint will help deploying the PSP at scale** and make it possible for the solution to evolve in line with future understanding of this skin pathology, as well as stakeholders' needs.



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