

## Designing a global patient support program blueprint

### Problem

#### Ensuring local success of a corporate-level PSP initiative

Our client is a key decision maker in the global patient centricity team of a top-10 pharmaceutical company. In 2017, our client decided to take the next step in improving patient-centricity by **identifying PSP-related strategic opportunities**. The ambition was to design and develop an innovative, integrated, beyond-the-pill solution for patients and healthcare professionals, and to **assist affiliates world-wide with the implementation**. To ensure success, our team was asked to support the client in identifying these PSP-related strategic opportunities, with attention to the global team's role and responsibility both towards the affiliates and in building the foundations of a global program.

### Solution

#### A step-by-step approach based on co-construction and on-going communication

Together with the client, we followed a three-step approach to ensure project success. First, we put together a project team comprising several affiliates that would act as **pilot partners and early adopters** of the solution. Next, we held several workshops to align **collectively** on the strategic ambitions for the patient program and create a strong foundation for the project. Finally, **we mapped the program** design in detail using various frameworks, including Observia's 4-pillar methodology, to accurately reflect the patient journey, incorporating both a medical and personal perspective. The final blueprint included, notably:

- Personalized content strategy
- Monitoring strategy (at both local and global levels)
- Local deployment strategy
- Program initiation strategy

GLOBAL →

LOCAL

*«I had the pleasure to lead the project, supported by Observia's consultant team, and I noticed two major hurdles that needed to be carefully managed and overcome: the need for on-going communication and alignment between the different stakeholders - global team, local affiliates, third party partners, and the need to design the project at two levels (global and local) with associated objectives, KPIs and metrics. It was all about building a common path while addressing various stakeholders' priorities.*

*A fascinating challenge!»*

**Guillaume Hubert**  
Managing Director EMEA

Testimonial

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## Method

1

Internal strategic alignment

2

Involvement of affiliates as pilot partners

3

Extensive communication

4

Clear KPIs and metrics

5

Observia's PSP design frameworks

## Results

### Our approach in a nutshell



ENGAGING CORPORATE & LOCAL LEVELS

- Collect insights
- Share perspectives
- Discuss local regulatory inputs
- Promote the project
- Train & prepare local teams

#### STRATEGIC APPROACH

Objectives & scope  
KPIs  
Milestones  
PSP pillars  
Value propositions

#### PATIENT JOURNEY REVIEW

Key stakeholders  
Moments of truth  
Unmet needs  
Patient profiles  
Story flow

#### FUNCTIONAL APPROACH

Initiation  
Channels  
Content  
Monitoring  
Localization  
IT platform  
UI / UX approach

PSP blueprint ready to be developed at both the

- global level
- local level

After a few months of intensive exchanges and working sessions at both the global and local levels, the blueprint was completed and shared with affiliates. The team was then ready to move to the next phase:

**the development and implementation of the patient support program in the pilot countries.**

This phase included some notable challenges: adapting the program to the local environment, organizing the storage of the data, and preparing the launch and the promotion of the project nationally. Currently, all pilots have been successfully implemented and are up and running, enrolling new patients as you read this success story!



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