

# CASE STUDY Patient Journey Modeling

## What is it?

An unbiased, detailed Patient Journey quantifying all patient segments for your product

## Why?

- To improve launch effectiveness
- To validate local understanding of patient segments
- To standardize patient flow and terminology

## Results!

- Identified data gaps across countries and patient segments
- Redefined commercial focus areas based on identified leverage points, by patient segment
- Easy tracking tool

## Project Background

Our client, a leading pharmaceutical company with presence in emerging markets, was planning to launch their new late-stage immunology product in multiple countries. In order to ensure reimbursement for the product, the client requested phamax to create a Patient Journey model.

## Business Impact

The Patient Journey model developed by phamax enabled the client to identify patient segments that could be treated exclusively with their new product as the competitors' solutions did not suit those patients due to biological reasons. This evidence helped the client convince relevant authorities to provide reimbursement status for the given patient segments.



### Objectives

- Develop a detailed Patient Journey for the product identifying all the critical leverage points (patient segments)
- Assess information availability at the country level to estimate the size of each patient segment identified
- Provide recommendations to close the information gaps



### Approach

- Reviewed available information at country, regional and global level
- Developed detailed Patient Journey for the target indications and highlighted all the relevant patient segments for the product
- Mapped the reviewed information to the Patient Journey and estimated the size of each patient segment
- Conducted workshops with the client stakeholders to align on the Patient Journey, available information and key information gaps
- Developed an action plan to close the information gaps together with the client



### Client Benefits

- Structured Patient Journey with all the potential patient segments of the product with common understanding and definitions across the countries
- Information matrix at country level and related gaps
- Prioritized leverage points (patient segments)
- Local action plan to plug the information gaps and drive the leverage points

## Project Output

