



M3 GLOBAL RESEARCH

Qualitative | Quantitative | Global Studios

Patience With Patients:

Learnings From Building and Maintaining Patient Communities

Tom Pugh and Laura Haxton-Wilde

Introductions



Tom Pugh
Business Director
M3 Global Research



Laura Haxton-Wilde
Head of EU Qualitative Research
M3 Global Research

Introduction

Patient Centricity

- THE hot topic in our industry
- ...but then you already knew this!

Hard to Reach Groups

- Need to re-evaluate how we:
 - Consider hard to reach groups
 - Plan our approach
 - Execute engagements

Patient Community Building

- The concept of patient community building to:
 - Generate longitudinal insights
 - Increase sample sizes
 - Accelerate timelines

Non-healthcare Specific Panels

- Chronic yet prevalent disease areas
- Quant only
- Cost-effective, yet self-reporting

Hard to Reach Groups

- Expensive CPIs
- Long timelines
- Unlikely to be available in robust sample sizes for quant
- Best efforts!

Need for Change

- This needs to change as we all seek to deliver the increasing pipeline of workflow from pharmaceutical companies

Working with the NHS

Patient Communities

- Building patient communities for STPs/CCGs
- Designed for longitudinal interactions

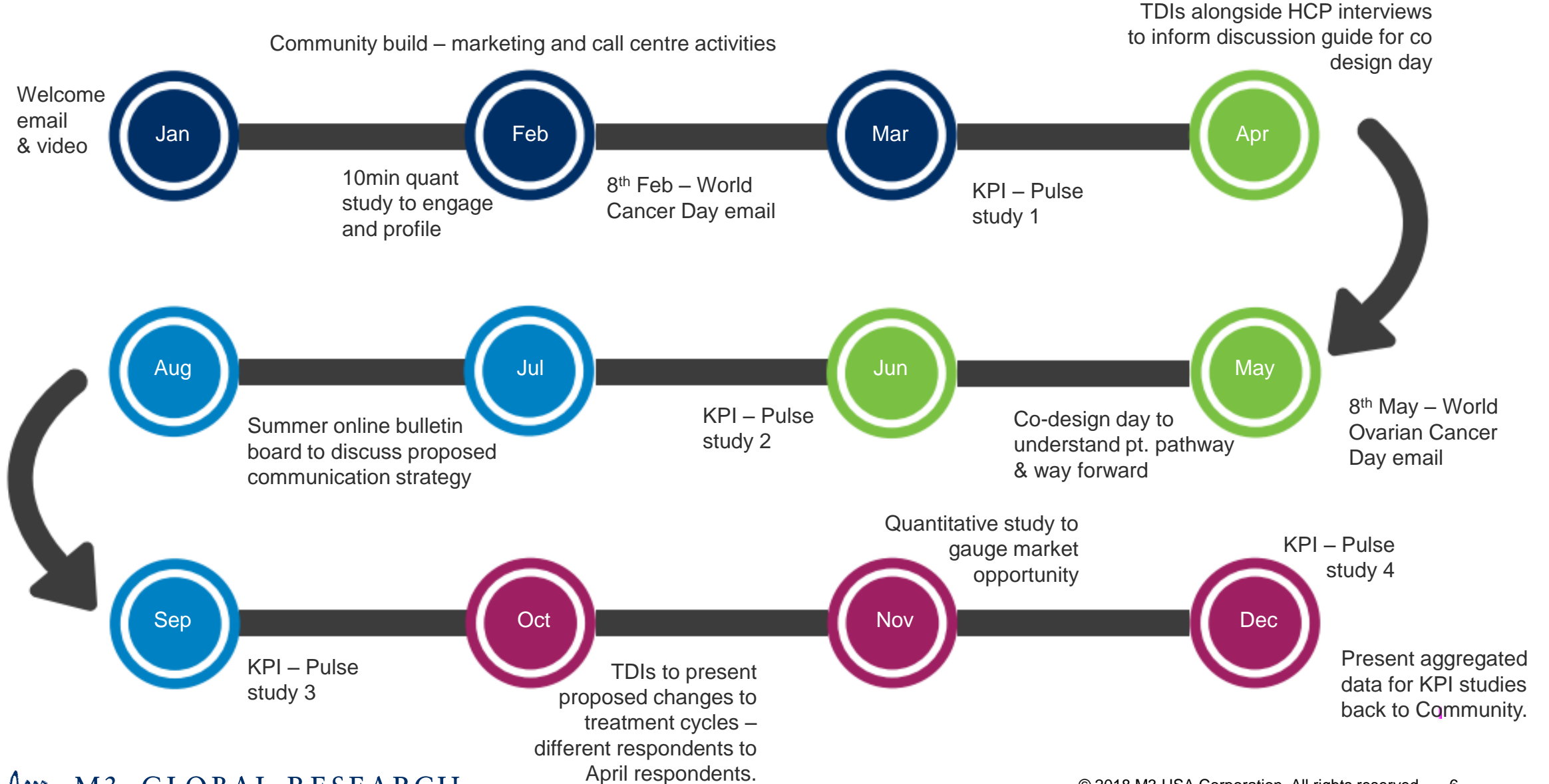
Engaged Respondents

- Variety of methodologies:
 - Online surveys
 - Co-design research days
 - In home in-depth interviews

Establishing Efficiencies

- Upfront investment
- Ongoing research activities are increasingly time and cost efficient

Timeline



Learnings From the NHS

What we've learnt

- We've learnt a lot!
- Building bespoke, specific patient communities overcomes a multitude of traditional recruitment challenges

Why use bespoke patient panels?

- Traditionally, patient status is very fluid
- Hard to sustain engagement with only 2-3 relevant studies a year
- How do we adequately inform our clients about their patients' journey when traditional adhoc research is just a snapshot in time

Best Practices

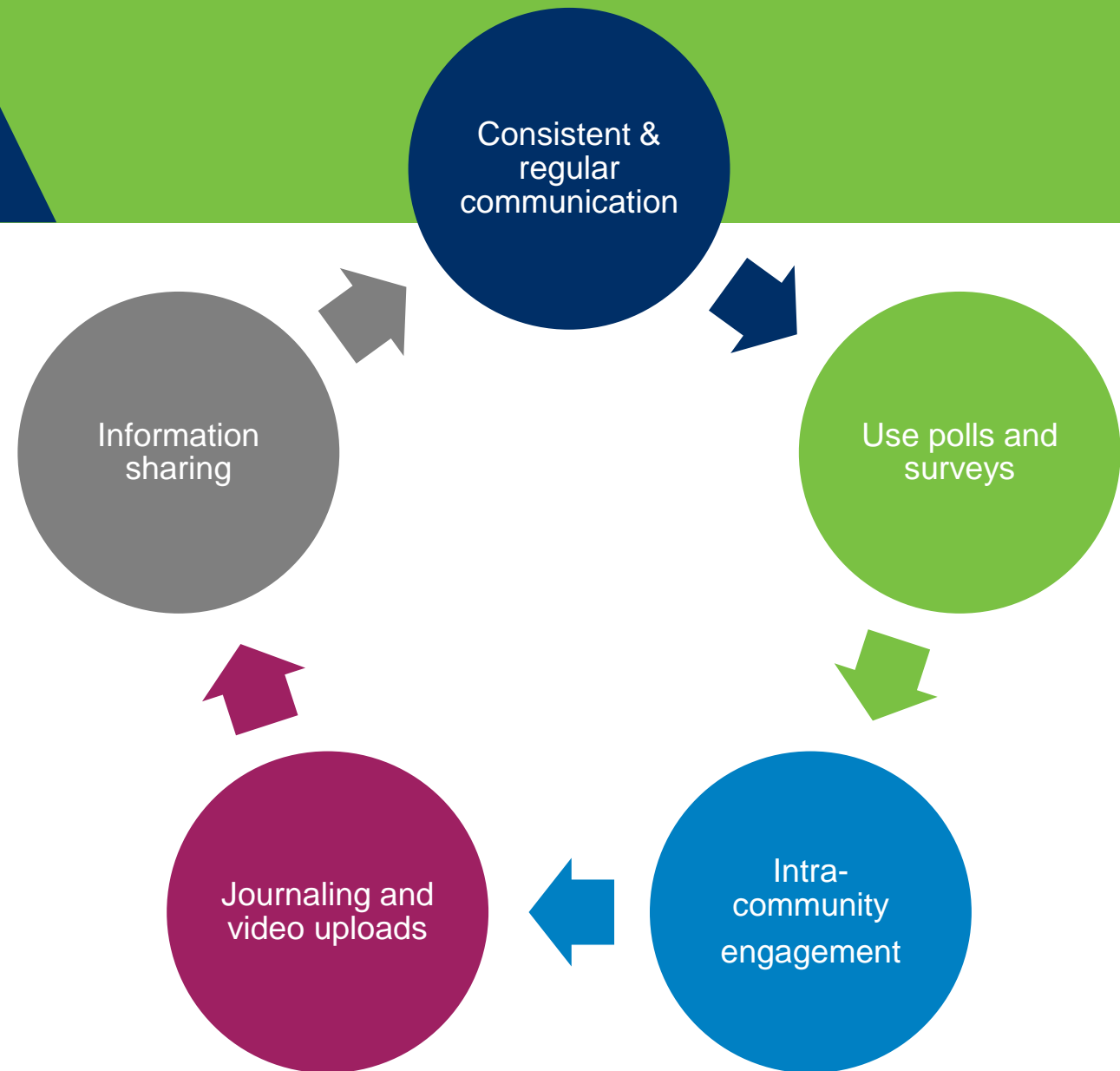


Best practices
in patient
communities =
respondent
engagement

Community Engagement

Why it matters...

- Profiling
- Inactive members
- Referrals
- Retention



Why build patient communities?

- Relationship continuity fosters loyalty
- Engagement is a continuum
- Long-term projects increase the likelihood of patient association contribution
- Fosters the partner relationship and minimises the *parent/child interaction*
- Allow for clustering and individualising
- Assists with meeting deadlines
- Allows greater flexibility for participants

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Summer Webinar Series

Gamification to Revivification: Innovating the
Research Experience for Healthcare Professionals

13 September | 12pm ET / 5pm BST

Presenter: Amber Leila Esco

THANK YOU

Tom Pugh | Business Development Director

Email: tom.pugh@eu.m3.com

Laura Haxton-Wilde | Head of EU Qualitative Research

Email: laura.haxton@eu.m3.com



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