



CASE STUDY

TDIs + Digital Ethnography to Capture Emotional Journey of Patients with a Chronic Pain Condition and Caregivers

Business Objective

ThinkGen's pharmaceutical client sought strategies and tactics to elevate its engagement with patients suffering from a chronic pain condition.

The objective of this research engagement was to identify when and how communications and/or interventions can be implemented to improve the overall patient experience (including improved persistency) with "Brand X" and to better understand and address junctures of discontinuation.

The ThinkGen Solution

To build upon what was currently known about the patient journey for Brand X, ThinkGen designed a multi-faceted, multi-phased approach that built upon insights and learning gathered throughout the engagement.

The ThinkGen team designed the project combining digital ethnography and ThinkGen's EpiphanESM solution with tele-depth interviews (TDIs) to enhance the current patient journey by identifying the perspective of key, relevant stakeholders, with the patients at the center. The ThinkGen team leveraged its EpiphanESM solution to identify the emotional burden at key points along the way in order to overlay the 'emotional journey' at critical points along the patient journey.

AT A GLANCE



Methodology

Multi-modal: Qualitative and Digital Ethnography Featuring EpiphanESM



Stakeholders Recruited

Client Patient Access Managers (PAMs), Infusion Nurses (RNs), Patients with Chronic Pain Condition, Caregivers of Patients with Chronic Pain Condition



Countries

United States (multi-city)



Therapeutic Area

Chronic Pain



ThinkGen Client

Pharmaceutical



Patient Exercises

The exercises developed by ThinkGen were designed to elicit these emotions at different timepoints

Video Diary

For certain questions, patients were encouraged to record themselves and upload the video for a more personal effect

Journaling

Patients would journal their experiences through text, akin to a status update on social media

Audio Recording

Patients were asked to leave 60-second recordings to talk through their emotions and reasonings

Upload Picture

Patients were asked to upload pictures they felt best encapsulated the emotions and thoughts they were experiencing

Key Phases of Research:

- 60-minute TDIs with client patient access managers (PAMs)
- 60-minute TDIs with Infusion Nurses (RNs)
- Five-day patient digital ethnography, featuring EpiphanESM
- 60-minute TDIs with patient completes from EpiphanESM and carepartners/ caregivers of patients who participated in digital ethnography

ThinkGen approached the discussion flow and exercises with the patient journey in mind, working with the client and learnings from past research to identify key milestones where patients commonly experience successes and/or challenges.

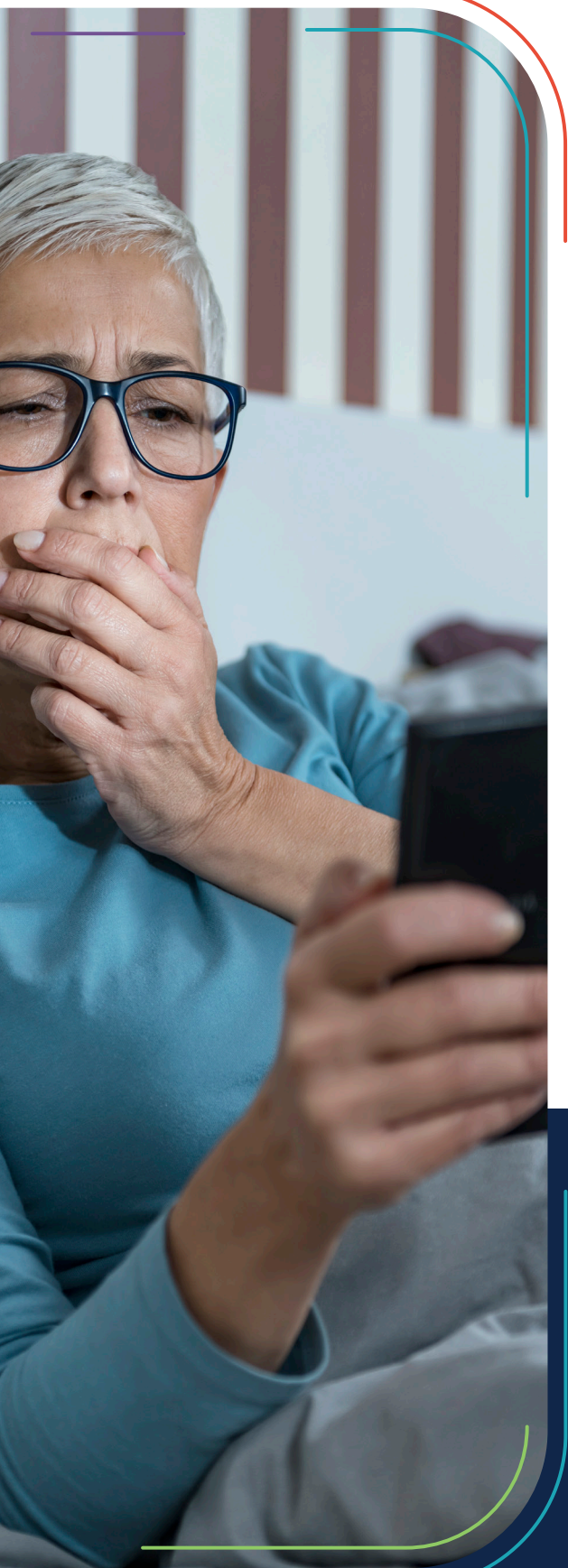
The patient journey was mapped along the following milestones:

- Symptoms
- Diagnosis
- Initial Treatment
- Introduction to Client Treatment
- Starting Client Treatment
- Continuing Client Treatment
- Outlook for the Future

The digital ethnography portion of the study spanned five days. Each day, patients and caregivers were asked to record “high and low” moments of their day by submitting pictures of how they were feeling, a short text description of the moment itself, and an audio description of how it relates to their (or their loved one’s if caregiver) pain condition outlook.

Additionally, patients and caregivers were asked to provide deep-dive information—including text responses, photos, videos, and audio recordings—of specific milestones in their pain condition journey. The line of questioning and activities were tailored to ensure relevance at various points in the journey, as well as their current treatment.

Simultaneously, tele-depth interviews were conducted with nurses and patient access representatives to provide a comprehensive view of each of the milestones in the journey. These interviews proved extremely valuable in providing a 360° view of the patients’ journey, as well as comparing perceptions of relative roles and associated influence throughout the ecosystem.



Results

ThinkGen's EpiphanESM solution brought the brand team 'closer' to their customers than many stakeholders had ever been. Gathering data through EpiphanESM enhanced the insights leading to an immersive presentation of findings and clearly identified engagement opportunities.

This research provided ThinkGen's client with an open window into the emotional experience of this chronic pain condition in general and the client's product specifically. This comprehensive view allowed the client to:

- Identify the emotional landscape into which its product is introduced and shape communications to patients, caregivers, and nurses to better speak to that emotional state
- Better stage information to a patient population that is often overwhelmed at the time of diagnosis
- Directly address barriers to acceptance, adherence, and compliance to Brand X at key moments of choice
- More actively engage HCPs in client-sponsored support services
- Recognize and elevate the role of support partners – caregivers, nurses, patient access representatives

Unlike traditional qualitative research, the goal with ThinkGen's EpiphanESM solution was to capture the participants "in the moment" – particularly with the "highs and lows" exercise. By focusing the objectives and limiting the number of activities to 15 minutes per day, ThinkGen received rich and thoughtful responses all the way through to the last question. EpiphanESM was supplemented with traditional qualitative patient TDIs for a deeper dive into key themes, emotions, motivators, and barriers.

Summary

ThinkGen combined multiple methodologies to collect the best insights for the client. EpiphanESM provided the deep insights the client was seeking to better understand the experience and emotions of patients living with this chronic pain condition, in the moments that matter. The team then leveraged TDIs to drill down on specific topics with patients and to gather insights from nurses and sales reps/patient reps. Through this approach, the client received the true 360 degree view it sought.

