

Harnessing the digital patient journey



This project validated a new and innovative approach to market research for me: patient-led!

Focusing in particular on patient online influencers that could speak for their communities.”

Global market insights lead

The client challenge

Global patient lead and market insights lead of a top-tier pharmaceutical company developing a digital solution for people living with sought to understand the use of digital tools throughout the patient journey for better differentiation of their offering.

Project set up and activities

Seasoned merakoi strategist with 20+ years of experience in patient market research to trained and coached **one patient expert** to conduct research and liaise with client.

Recruited and interviewed 12 patient online influencers and community managers to relay the personal experiences of their communities and provide deep insights into usage a of digital tools at different stages of the journey.

Outcome

1. Research uncovered unmet needs and barriers that patient digital solution should tackle
2. Insights optimally informed value proposition of client's digital solution
3. Client team continued to partner with merakoi for digital solution MVP testing