

Real-life insights on patient experience



Working with merakoi's professional patient experts demonstrated to my team why patients should participate even in the early phase of launch strategy development.”

Global patient lead

The client challenge

Global marketing lead and digital team of a top-tier pharmaceutical company optimizing the patient engagement strategy for a new treatment were seeking to prioritize patient needs and ‘leap frog’ competitive engagement strategies in a crowded disease market environment

Project set up and activities

Recruited and vetted **three patient experts from US, Ireland and Germany**, led by seasoned merakoi strategist with 20+ years of experience in developing patient engagement strategies and experienced patient expert.

Reviewed and consolidated market insights and prioritized patient needs and partnership opportunities in weekly virtual collaboration sessions for the exchange of data-driven patient expert insights with the client.

Outcome

1. Patient experts identified optimal opportunities as well as a clear value proposition for patient engagement
2. Co-created patient engagement strategy endorsed by senior management for roll-out