

WEGOHEALTH

Top Pharma Questions for Patient Leaders 2020

Top questions submitted by the world's leading pharma
brands & agencies, answered by patient influencers

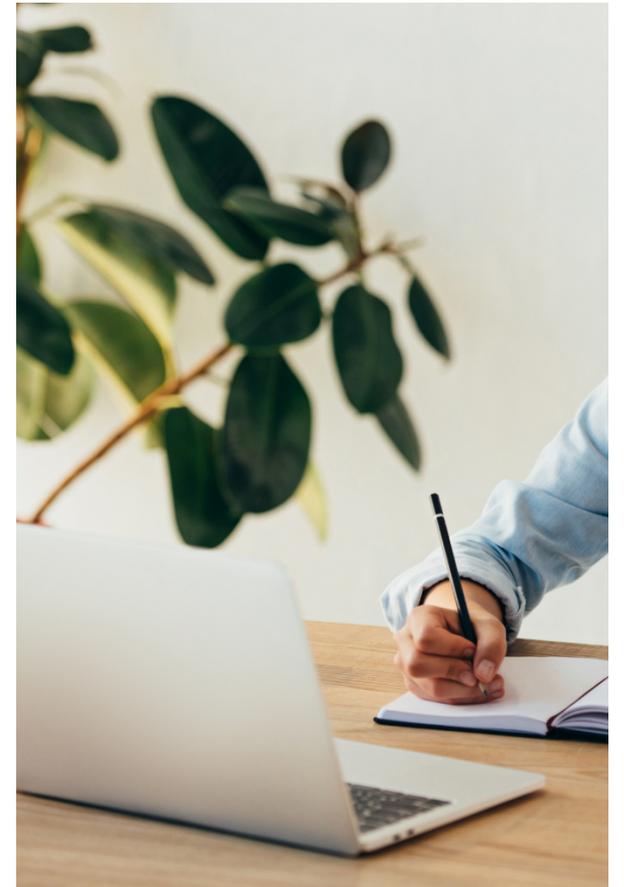


Introduction

Bridging the gap between patients and pharma is one of the greatest challenges faced by the pharma marketing industry. In April of 2020, WEGO Health hosted an invite-only webinar, “Practical Patient Experience Tips from Patient Opinion Leaders,” to assist our partners in overcoming this challenge.

As a part of the webinar, attendees were asked to submit burning questions for patient opinion leaders. With representation from 20+ leading pharma companies, dozens of questions were submitted.

WEGO Health identified the recurring themes throughout the submissions and fielded a survey to our network of 100,000+ patient influencers. With over 300 responses across dozens of conditions, the result is this report, WEGO Health’s Top Pharma Questions 2020.



Key Takeaways from *Patient Experience Tips from Patient Opinion Leaders*



- **Patients need to be involved from the very beginning and throughout a product's life cycle** - from clinical trial design to patient journey mapping to product marketing, even the small details of the language in a press release. These are the consumers of your product, so you need to ensure they can consume it, understand it, and that it resonates with them.
- **Patients want to work with pharma companies, if there are clear benefits and guidelines for both parties.** This partnership is viewed as an opportunity to amplify the patient voice. Working with patients isn't a tactic where you just "check the box," rather it's ongoing and in-depth. Partnering with patient Leaders and their communities will ultimately build trust for your organization.
- **When it comes to COVID-19, patients need to hear from pharma.** Whether it be informing communities of the resources that are available to them (like financial assistance programs) or simply letting them know that you're listening and understand their needs, brands need to communicate. Patients are hearing from countless other companies, and pharma has been nearly silent in comparison. Patient Leaders see this crisis as a large opportunity for pharma to step up, build trust and make a difference.

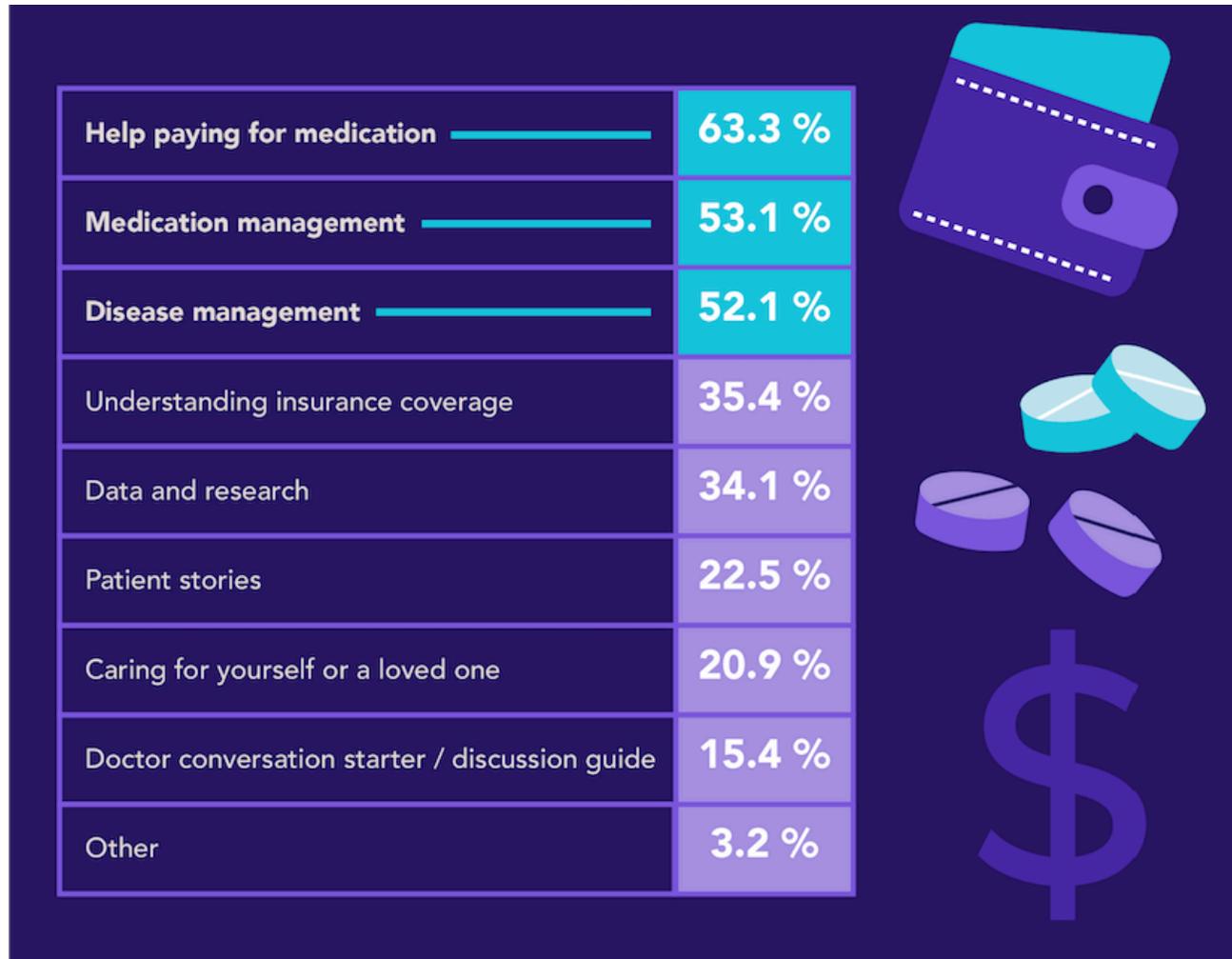
The Questions

“What top-of-mind question would you most like to have answered by a Patient Leader?”



1. What are the top 3 types of information or support resources from a pharmaceutical company that are most valuable to chronic care patients?
2. During this time of unease in the US, what are the top 3 virtual solutions that your patient community is seeking from pharmaceutical companies?
3. How likely are patients in your online community to visit a treatment manufacturer website?
4. How aware are patients in your community of financial and support services available from treatment manufacturers?
5. What grade would you give pharmaceutical companies today in the effort to be patient-centric?
6. As a Patient Leader, if you were to partner with a pharmaceutical company, please rank the top 3 areas you feel you would make the biggest impact.

What are the top 3 types of information or support resources from a pharmaceutical company that are most valuable to chronic care patients?



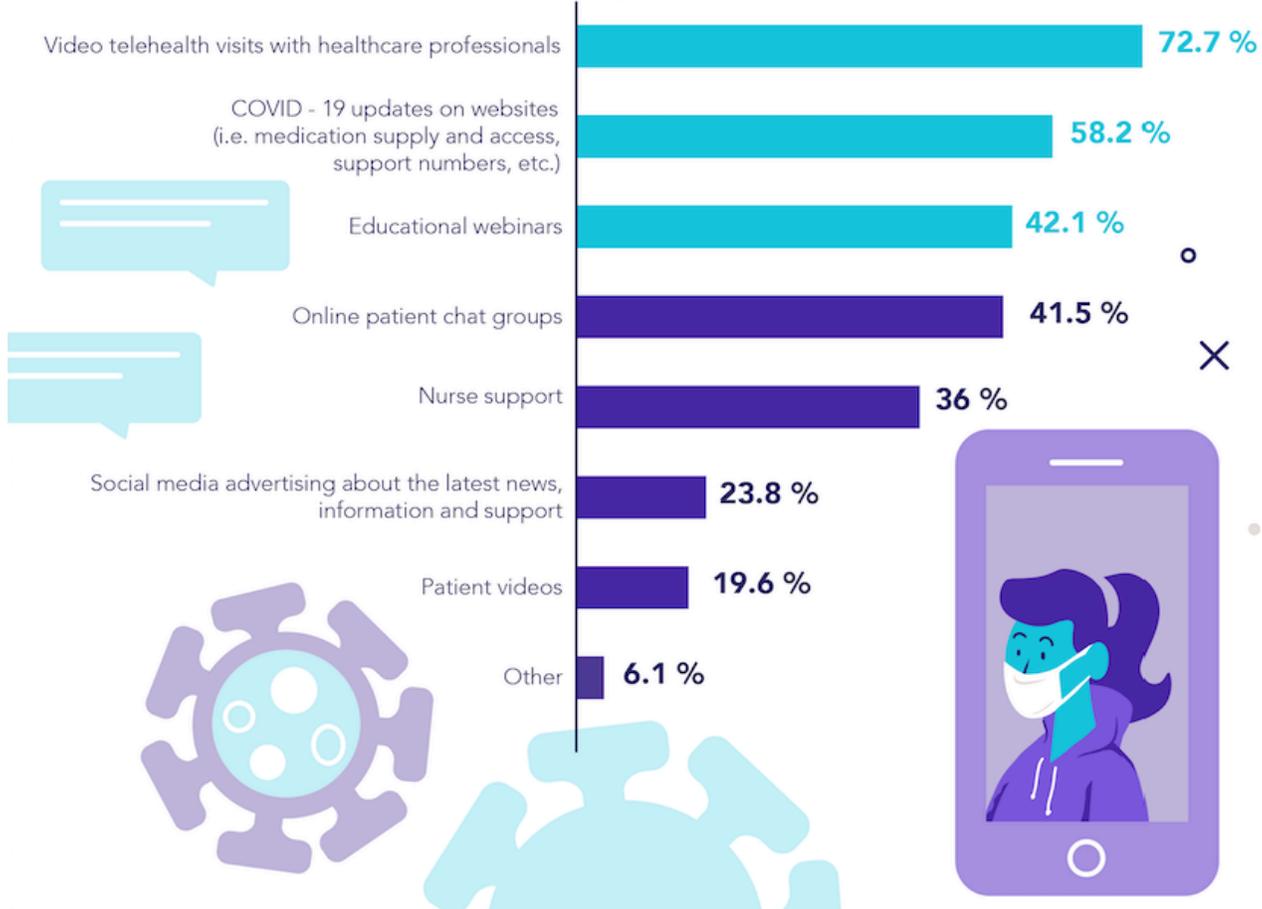
Takeaways

- Financial information and support around therapies and disease management are most valuable to patients.
- **What can pharma companies do?**
 - Many pharma companies have existing financial support, medication management and disease management programs, yet they're not actively marketed and patients are unaware they exist (pg. 8). **Creating new or marketing existing programs will meet this patient need.**

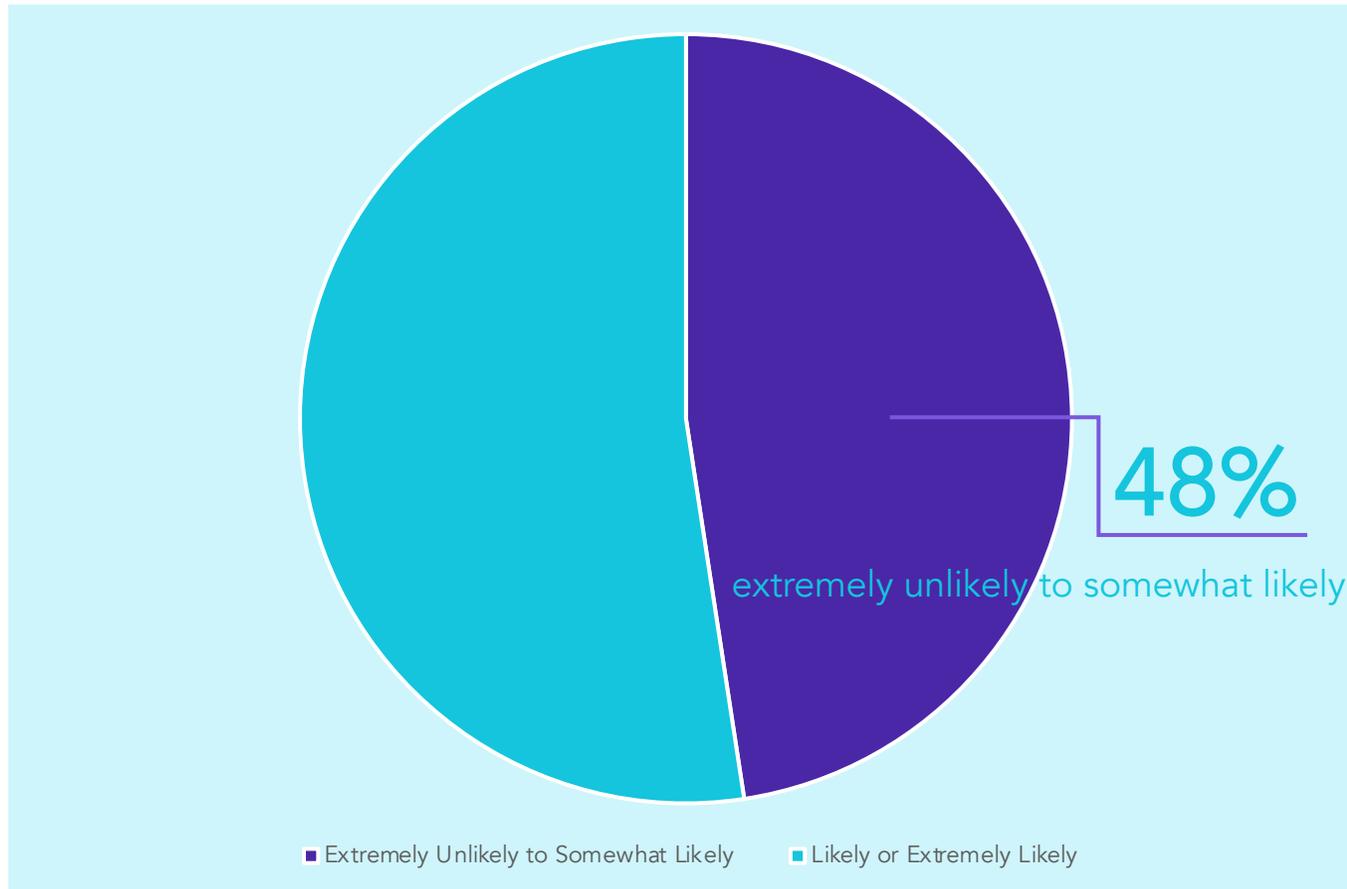
During this time of unease in the US, what are the top 3 virtual solutions that your patient community is seeking from pharmaceutical companies?

Takeaways

- Patients are looking to pharma to provide support during COVID-19 in the form of:
 - Telehealth visits
 - Updates on COVID-19 as it relates to medication access and supply
 - Support contact information
 - Educational content
- **What can pharma companies do?**
 - Ensure patients are informed of the resources available to them through the company or brand.
 - Consider building COVID-19-relevant educational content or hosting webinars specific to patient condition management featuring input from healthcare professionals.



How likely are patients in your online community to visit a treatment manufacturer website?



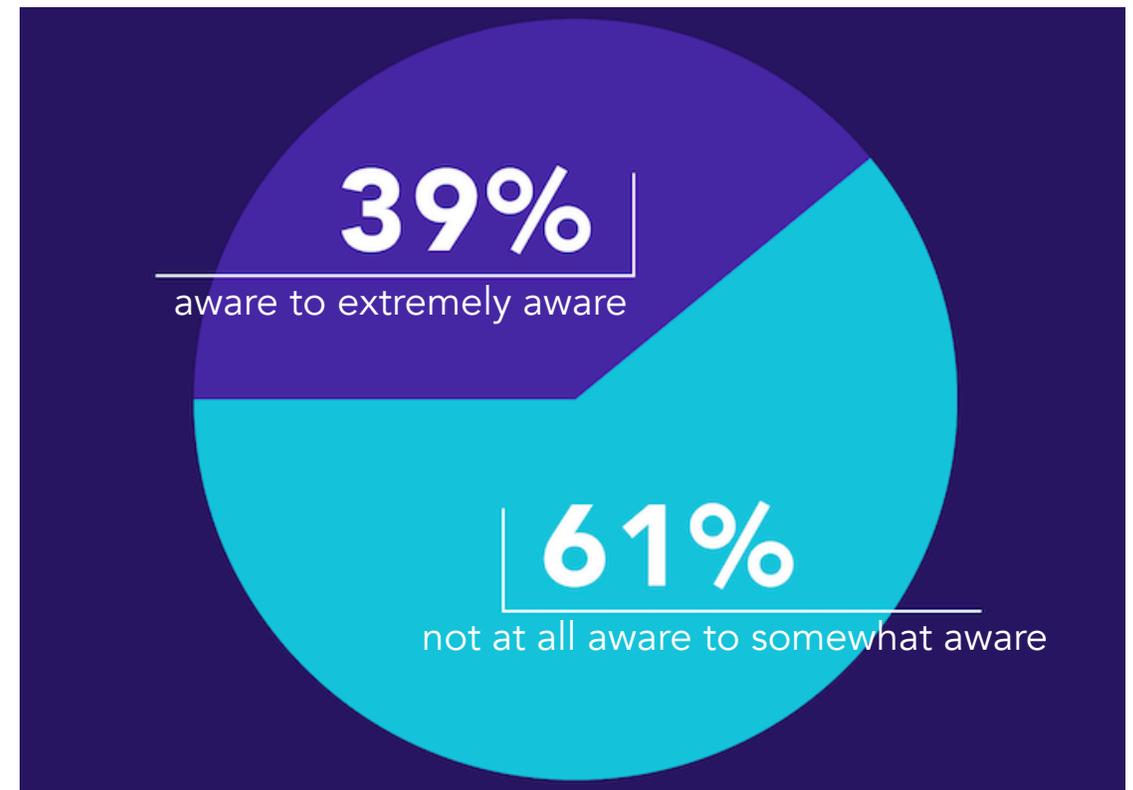
Takeaways

- Nearly half (48%) of patients are still extremely unlikely to only somewhat likely visit a treatment manufacturer website.
- This indicates that **pharma needs to do more work to drive patients to their websites & provide value once there.**
- **How can pharma do this?**
 - Meet patients where they are on social, utilizing the patient voice to authentically engage & draw them in.
 - Engage patients **by providing easy access to the resources they want most**, like information on financial assistance.

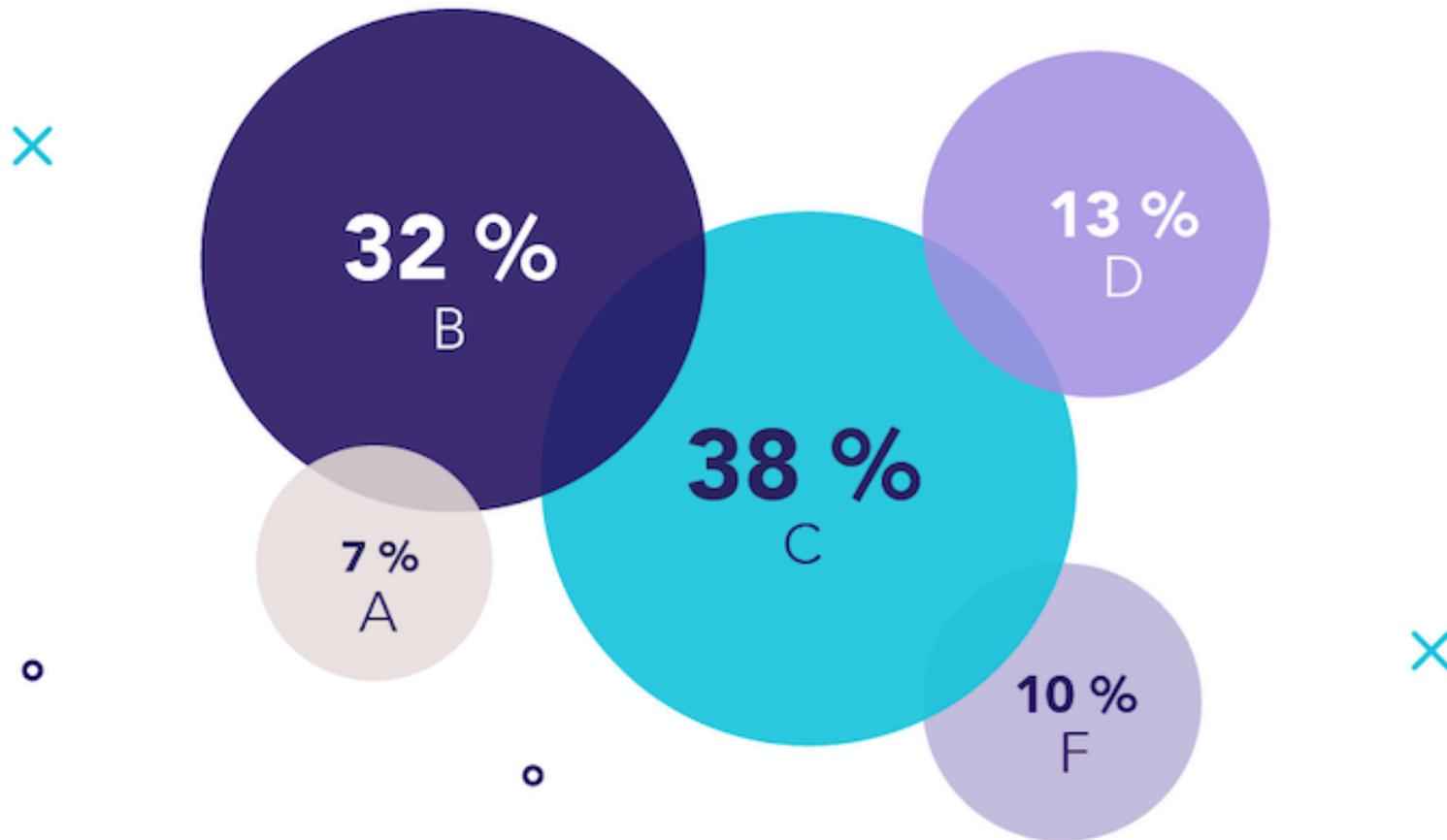
How aware are patients in your community of financial and support services available from treatment manufacturers?

Takeaways

- Patient Leaders report that **more than 3 in 5 patients are not at all aware to only somewhat aware** of financial and support services available from treatment manufacturers.
- **What can pharma do?**
 - Pharma needs to better market what are some of the most-requested patient resources, and resources these companies have already invested in creating. There is a clear communication breakdown between pharma and patients. Meet patients where they are on social and utilize the patient voice to authentically communicate the support company brands have available.



What grade would you give pharmaceutical companies today in the effort to be patient-centric?



Takeaways

- More than 2 in 3 patients give pharma a grade of **C or lower** when it comes to patient-centricity efforts.
- How can pharma improve these grades?
 - "Include patients at every step"
 - "[Share] the financial assistance programs that are available to patients"
 - "...more patient stories and authentic testimonials and more from diverse ethnic groups"

PATIENTS SOUND OFF: What could pharma do to earn an A grade?

"Most of them don't seem to understand that we're not looking for a magic wand that will restore us to pre-illness standards...We're looking to be able to get out of bed ok, to keep our jobs, to go to our kids' games, etc."

"Include patients at every opportunity."

"[Pharma] could be better with awareness, letting families and patients know what's going on, support, financial support, phone calls letting others know you care."

"[Pharma] companies have not done a sufficient job in sharing the financial assistance programs that are available to patients, especially in the MS community."

"Patients should not have to search for ways to become involved. We want to shape decisions and share our knowledge for the betterment of our communities. Pharmaceutical companies should have an easier way for us to become involved without spending time searching."

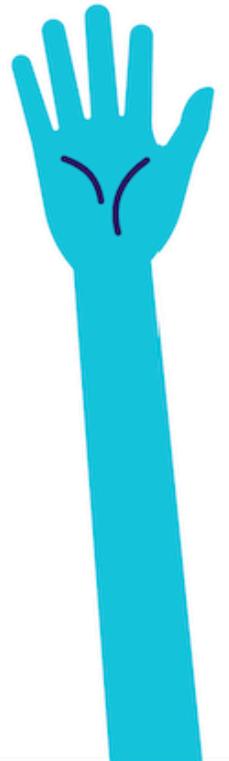
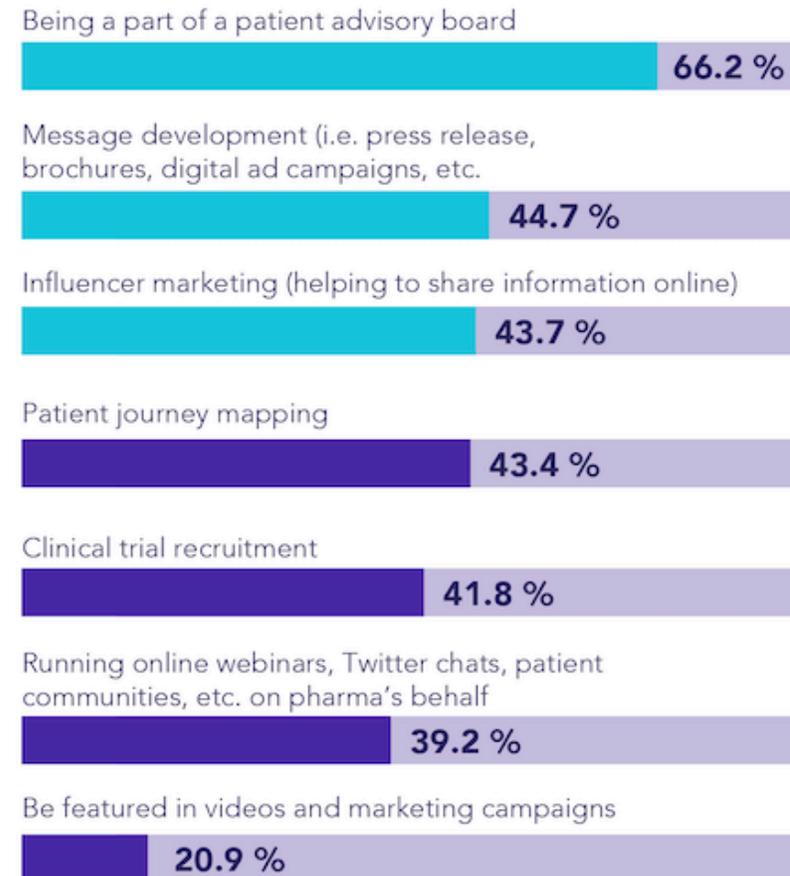
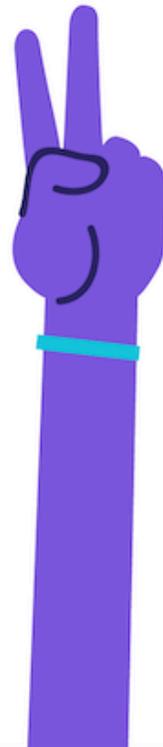
"Pharmaceutical companies are doing a better job giving out information. I would really like to see more patient stories and authentic testimonials and more from diverse ethnic groups."

"Use layman's terms."

As a Patient Leader, if you were to partner with a pharmaceutical company, please rank the top 3 areas you feel you would make the biggest impact

Takeaways

- 2 in 3 patients feel patient advisory boards are the best way to make an impact collaborating with pharma.
- Message development & patient sharing information with their audiences are also among the top 3 ways patients feel they can help pharma make the biggest possible impact among patient communities.
- What can brands do?
 - It comes as no surprise that patients want to be a shared voice with all consumer efforts. WEGO Health can help you incorporate patients in everything from creating concepts to executing social campaigns. Let us be your partner in leveraging the patient voice!



Is Your Brand Driving Engagement or Adding to the Noise?

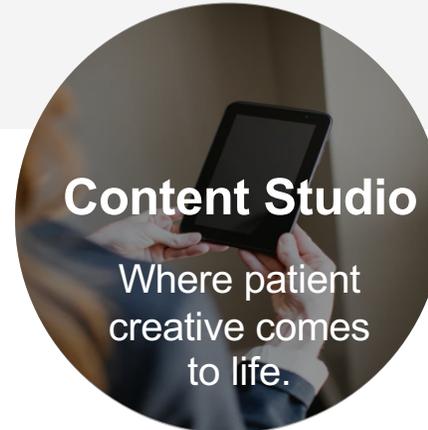
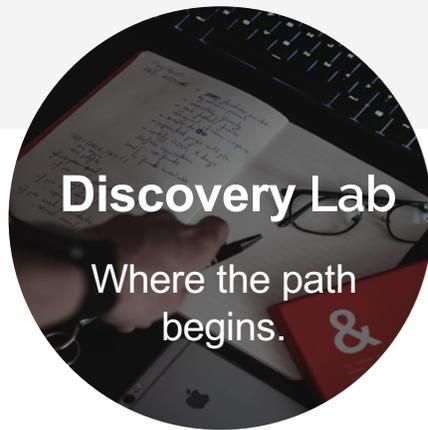


“Without trust, a brand is just a product and its advertising is just noise.”

– Keith Weed, Former CMO @ Unilever

- Are you connecting with patients in an **authentic** way?
- Are you building **trusted engagement** with patient communities?
- Are you reaching a **highly-qualified audience**?

About WEGO Health: Patient Activation Powered by Patient Leaders



Engaging with patients where they are on social media makes sense for life sciences companies, but it's a formidable challenge. Patients spend little time on pharma social channels and rely on numerous other trusted sources for information and support.

WEGO Health helps life sciences companies by collaborating with patient influencers to conceptualize, create and share content on social media that can drive high-value actions. We combine the power of **consumer insights** and **patient-driven content** with the science of **influencer marketing** to deliver scalable engagement across patient communities.

Drawing upon **human-centered design** principles, WEGO Health's **end-to-end services** enable pharma companies to seamlessly collaborate with vetted patient influencers on the development and execution of digital marketing and communications campaigns, specifically those intended to **drive awareness and adoption** of new therapies, treatment options, and patient support programs.

Want to discover how? Visit wegohealth.com/for-companies to request a consultation with a member of our team.

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