

April 2021

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Harte Hanks Healthcare Webinar

Building adaptive patient support programs for today's rapidly changing world.

HARTE
HANKS



Speakers



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The world has changed so much in the last year.

But what does this mean for **patient support**?



A landscape photograph of misty, layered mountains. The sky is a mix of grey and white, with a prominent, soft pinkish-red glow emanating from the center, creating a hazy, atmospheric effect. The mountains in the foreground are dark and silhouetted, while the layers recede into the distance, becoming lighter and more ethereal.

**This is the dawn of a new era
in human behavior.**



It's been called everything
from **The Great Pause** to
The Lost Year, yet it's
been anything but.

Our behaviors became more serious.

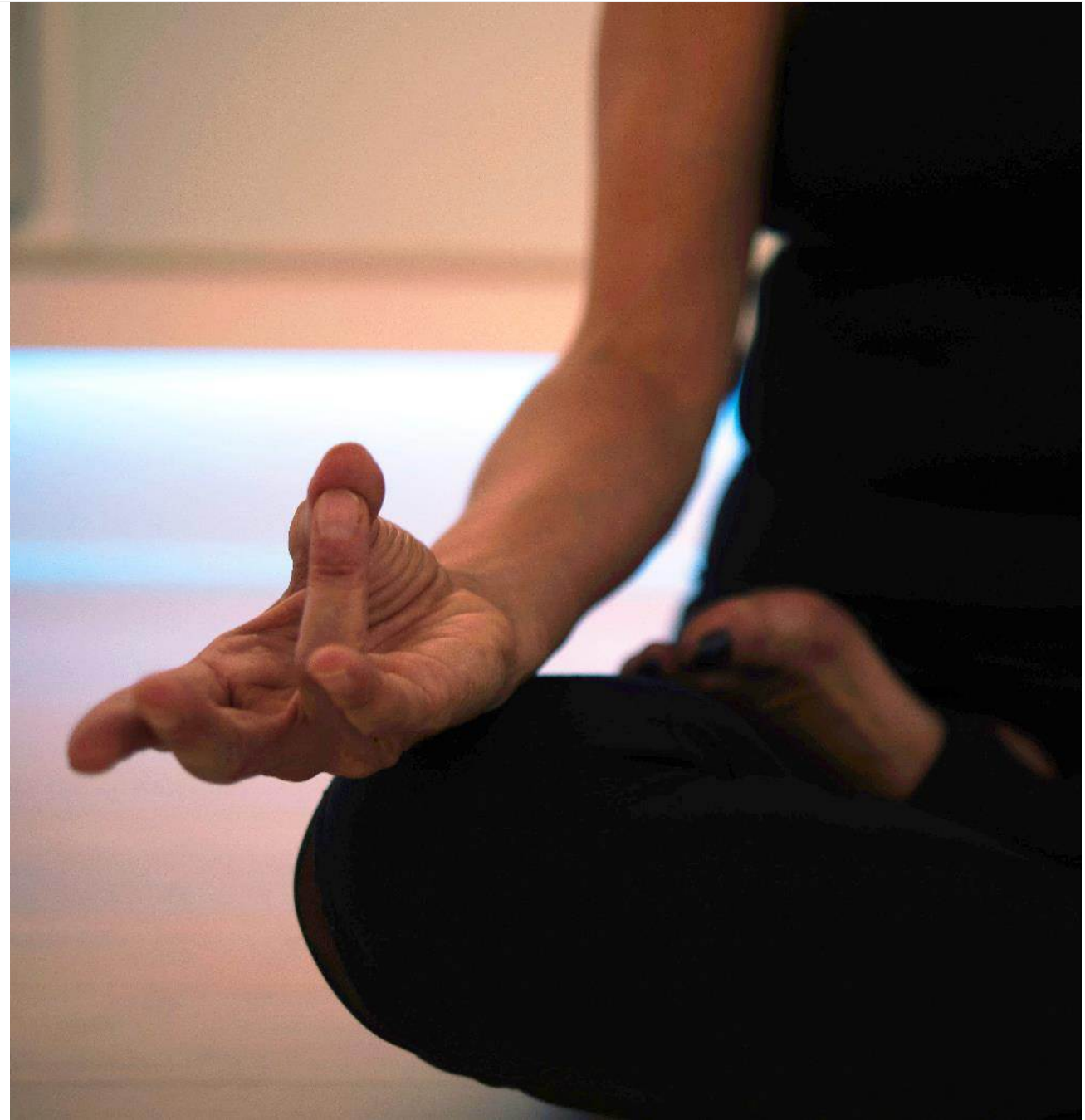
We're already over-indexing on safety but have upped the ante further.

56% **50%**

said they are looking for new ways to keep their family healthy

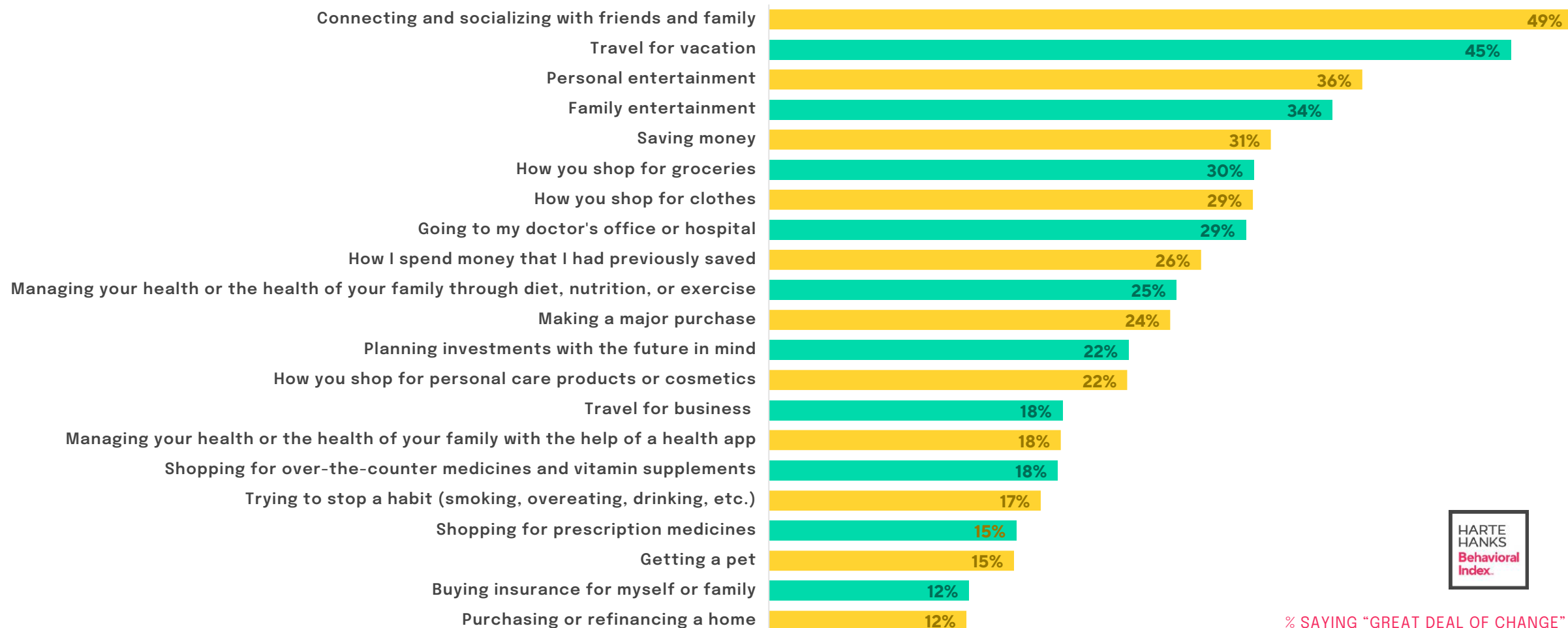
(up 7 pts. from September)

are much more mindful of the people with whom they connect



We're still dealing with a lot of change in our lives.

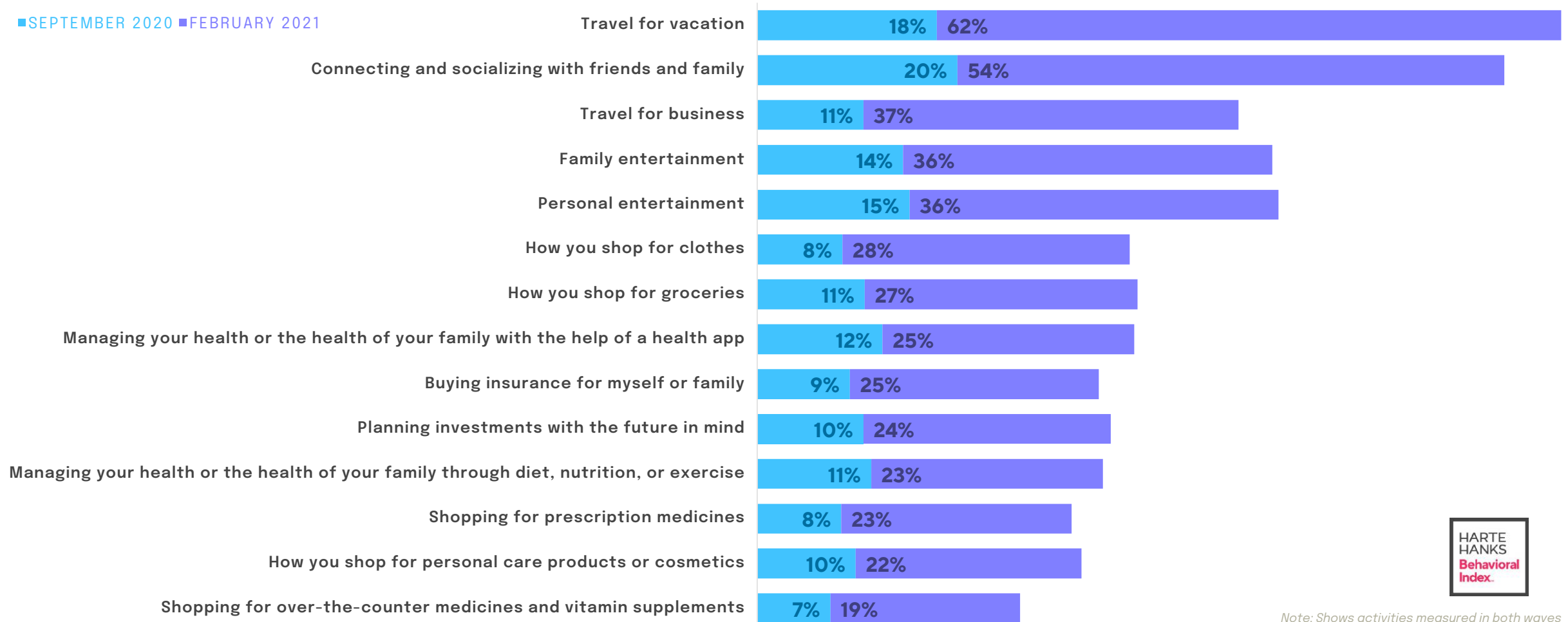
The intensity of change now compared with four months ago remains the same.



The discontent has intensified.

% “I hate the change”

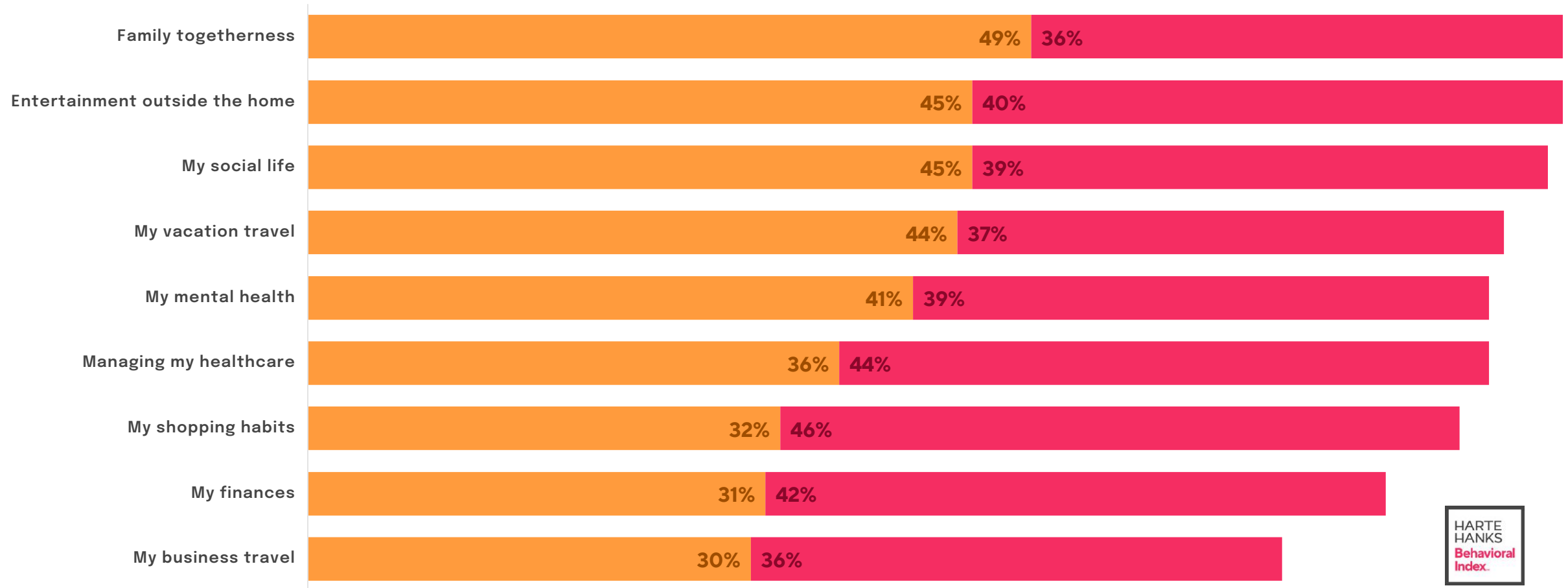
■ SEPTEMBER 2020 ■ FEBRUARY 2021



Expectations for the vaccine run high.

% feeling hopeful about vaccine's impact on aspects of their life.

■ HOPEFUL ■ VERY HOPEFUL



Our brains change **when we are hopeful.** **So does our behavior.**

- Higher motivation
- Better problem solving
- More cognitively flexible
- Deal better with novel situations





Hope is ushering in
openness to change.

42% **17pts.**

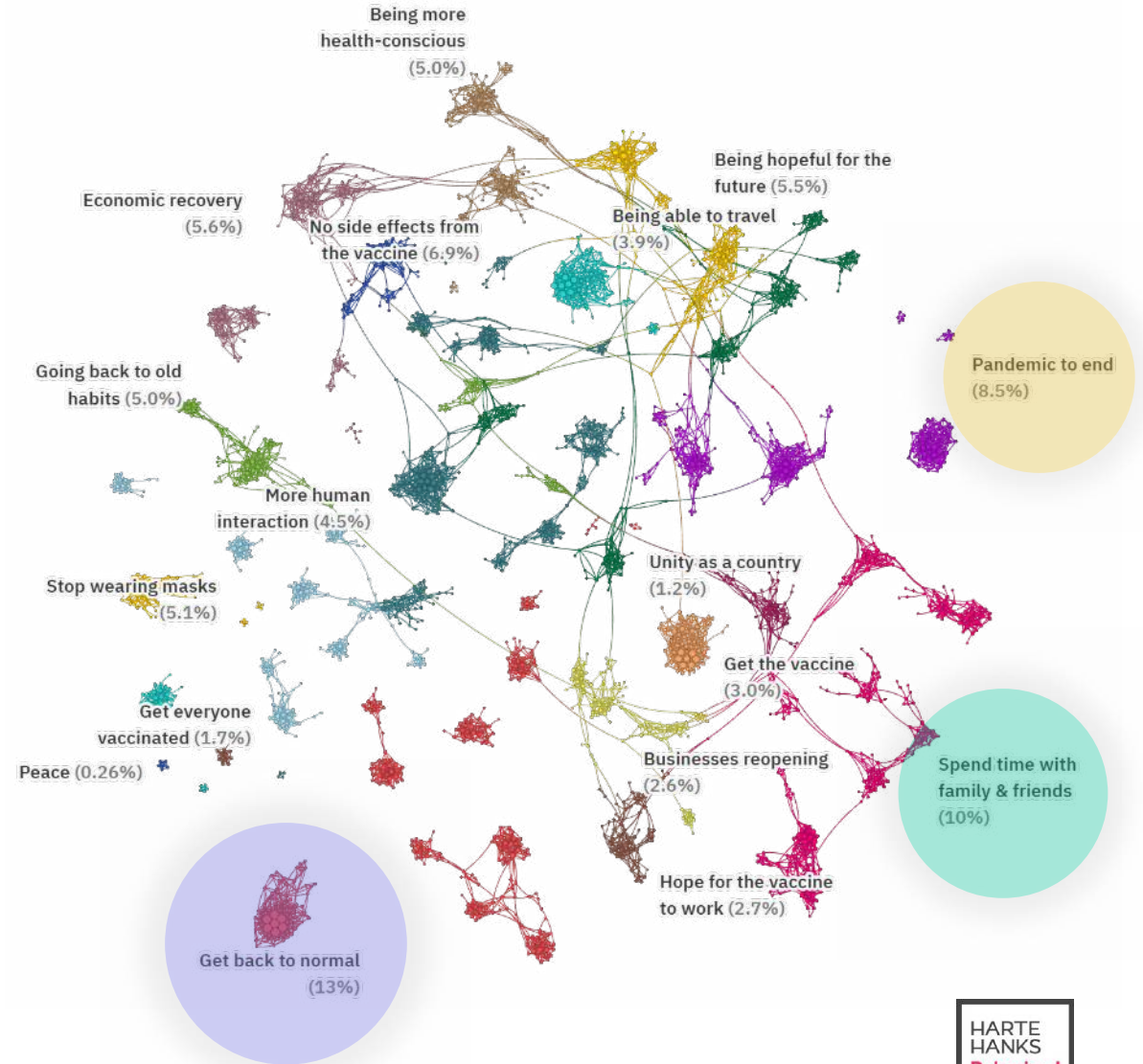
are much more
likely to try new
things now
compared with a
few months ago

higher than last time
we measured

We're looking to recapture what we've lost.

“

I hope that things return to normal so I can get back to my dreams.”



A person is sitting on the floor in a dimly lit room, looking out a large window at night. The person is silhouetted against the bright light coming from the window. Outside the window, a street with buildings and a car is visible. The room has a patterned rug and a small table next to the person.

Mental health is “the other” global health crisis right now.

43%

reported some adverse
mental health symptoms
because of this Covid year

Source • JAMA, NBC News



23%

reported drinking more alcohol

33%

reported anxiety and depression symptoms

50%

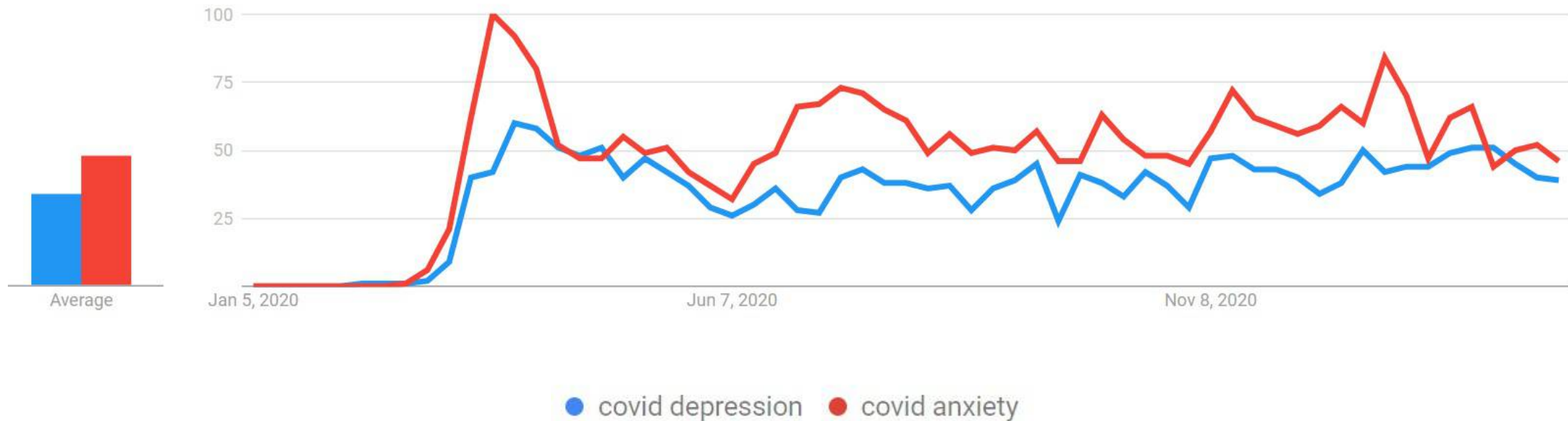
of parents gained as much as 36 pounds

AND THE LIST GOES ON:

- Teeth grinding
- Repetitive stress injuries
- Sitting ailments
- “Maskne”
- “Dead butt”
- “Covid 15”

People are searching for help.

COVID-19 depression and anxiety are real new concerns.



Source: Google trends, timeframe: 1/1/20 - 3/1/21

We are in a



behavioral(r)evolution.

Everything is being reprogrammed. By us.

Changes to the patient and healthcare landscape

**The health space has seen
unprecedented change for both
patients and providers since the
start of the pandemic.**



People's health perceptions and behaviors are in a state of flux, driven by new variants, vaccine rollouts and mental fatigue.

51%

are more mindful of their health and wellness, and are taking better care of themselves

(down 2% in last 6 months)

87%

want the vaccine quickly, but 79% worry about side effects

62%

claim to have changed the way they manage their health (through diet, nutrition and exercise), yet only 18% say they love the change



Harte Hanks Behavioral Index Wave 2 (Summer 2020) and Wave 5 (February 2021)

Note: Shows activities measured in both waves

The Health Epiphany

“Everyday wellness” doesn’t exist.

Nothing about this moment in time is “everyday.”

The realization that science is not as advanced as we thought, paired with global governmental performance, has made us more fragile. Left in search of ways to remain healthy as we wait for a vaccine, we have taken the power of health and wellness into our own hands, working to build our own measures of protection and preventative care. And we are doing it at home. Alone.

“I am my only defense.”

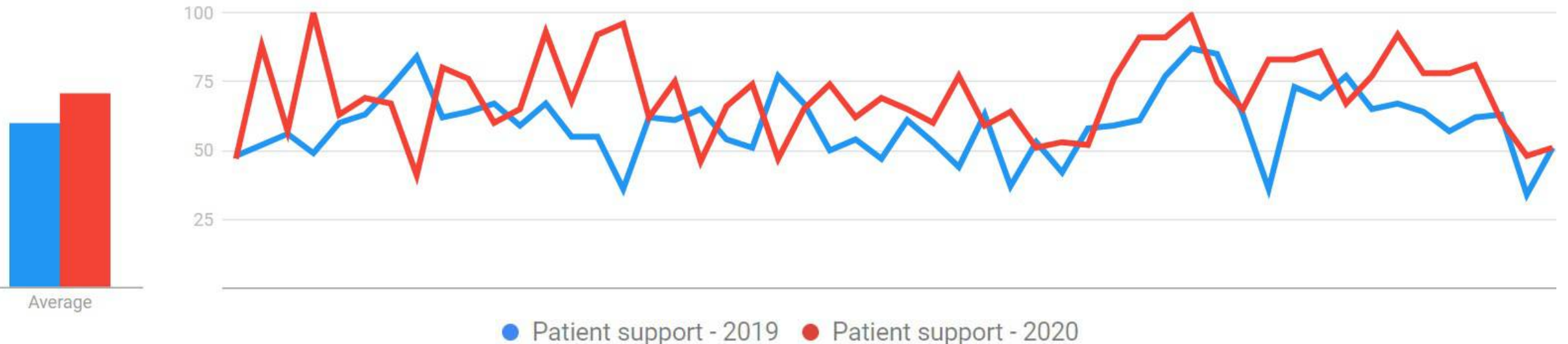




**We are all affected... but
the effect is even stronger
in chronic disease patients.**

Patient support searches on the rise.

- In 2020, there was a **visible increase in Google web searches for “Patient support” terms**, compared to the previous year.
- In the context of the pandemic, the international healthcare crisis took its toll on people suffering from chronic and other diseases, meaning that they/their caregivers had to search for and find solutions.



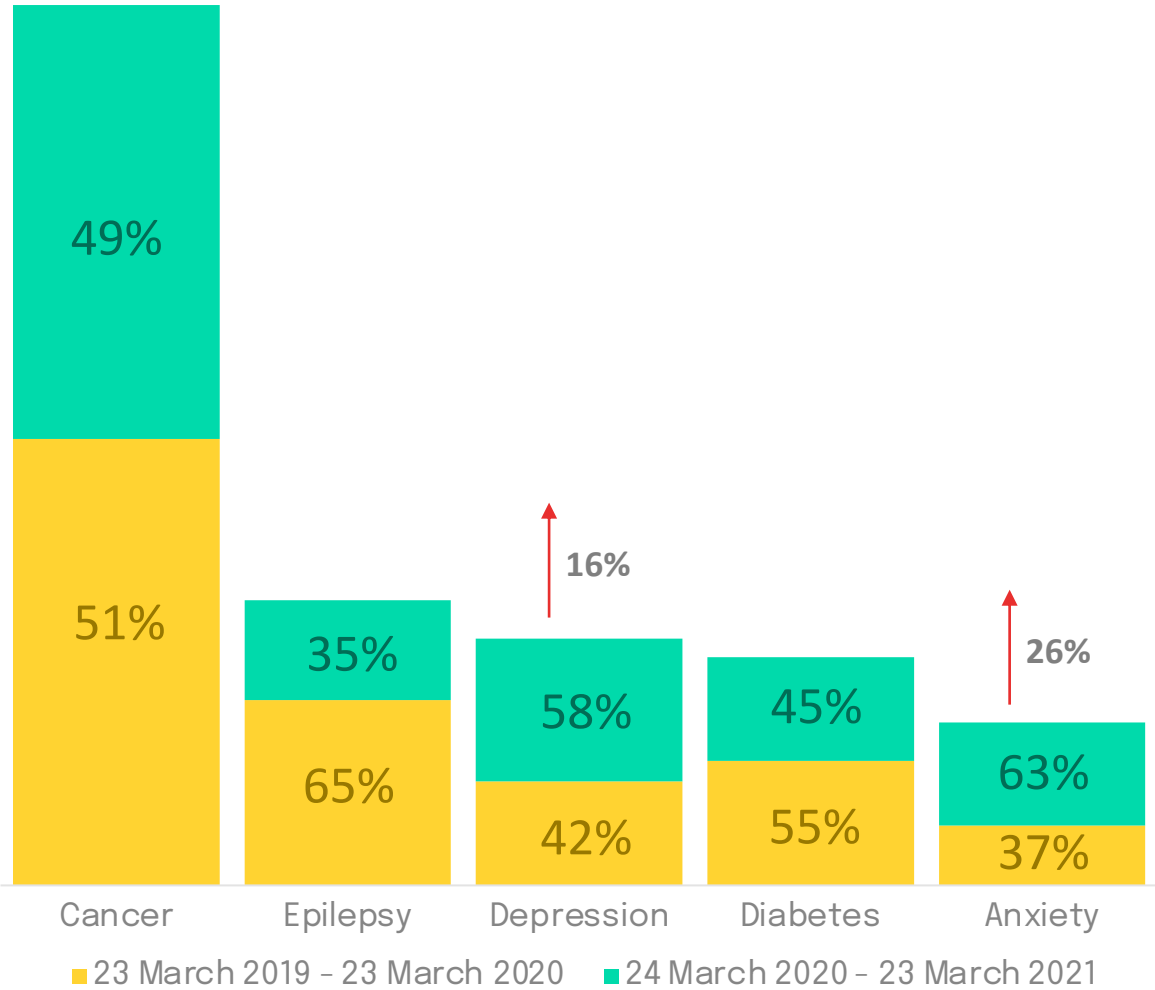
*Numbers represent search interest relative to the highest point on the chart for the given region and time.

GOOGLE TRENDS *Timeframe: 2019 vs 2020



Between March 2020 and March 2021, people spoke 70% more about anxiety.

TRENDING BY MEDICAL CONDITIONS



A more acute impact on patient anxiety and behavior.

70%

of those with chronic conditions reported some increase in anxiety and stress this year because of the pandemic

NY State Office of Mental Health



Detrimental impact on the mental health of people with depressive, anxiety, or obsessive-compulsive disorders.

Psychiatric study in the Netherlands.



High-risk patients quarantining are less likely to ask for help, such as with grocery shopping or getting other essential supplies from other people, let alone visit the doctor.

Global Healthy Living Foundation surveyed over 350 immunocompromised patients

**And let's not forget
that patients with
chronic diseases
already face long and
exhausting patient
journeys.**



The digitalization of care provision and health-related services continues to grow.



Prescription delivery

Amazon launched online pharmacy in November 2020



Wearables

Increasing health management functionality through wearables like the **Apple Watch** or **FitBit**



Treatment tech

Tech that helps with treatment delivery like Smart Sharps bins from companies like **Health Beacon**

Looking closer at PSPs

A decorative white curved line starts from the bottom right and arcs upwards and to the left, ending near the center of the slide.

**Every PSP is a promise to help
people living with a disease.
We need to honor this promise.**

**Regardless of how the world
changes.**

PSPs need to be **agile** and **adaptable** to provide **effective care**. Now and tomorrow.

We call this the **“adaptive PSP.”**

The adaptive PSP – built on five essential elements.

①

Patient centricity

Putting patients at the heart of the program based on their needs, journeys and behaviors

②

Involvement of all stakeholders

HCPs, nurses, pharma companies, insurers, caregivers, communities and patients

③

One size doesn't fit all

Cater to different requirements and regulations by country and patient segment

④

Optimized enrollment and engagement

Driving adoption through best possible program onboarding and rollout

⑤

Consistent evaluation and optimization

Tracking and measurement to allow continuous program optimization



The adaptive PSP – built on five essential elements.

Let's take a closer look at why and how to be adaptive, starting with patient centrality.

①

**Patient
centricity**

②

Involvement
of all
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③

One size
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all

④

Optimized
enrollment and
engagement

⑤

Consistent
evaluation and
optimization



A decorative white curved line starts from the bottom right and arcs upwards and to the left, passing behind the text.

**Adaptive PSPs must be built on
understanding patients, their
behaviors and their journeys**

Emotion and its context are the keys to understanding and anticipating emerging behavior.

Context



Emotion



Behavior



A photograph of a person standing on a subway platform. The person is wearing a blue jacket, a yellow hood, and a blue cap with 'NEW YORK' written on it. They are looking down at a smartphone in their hands. A white circle is drawn around the person. In the background, there is a subway train and a sign that says '14 Street'.

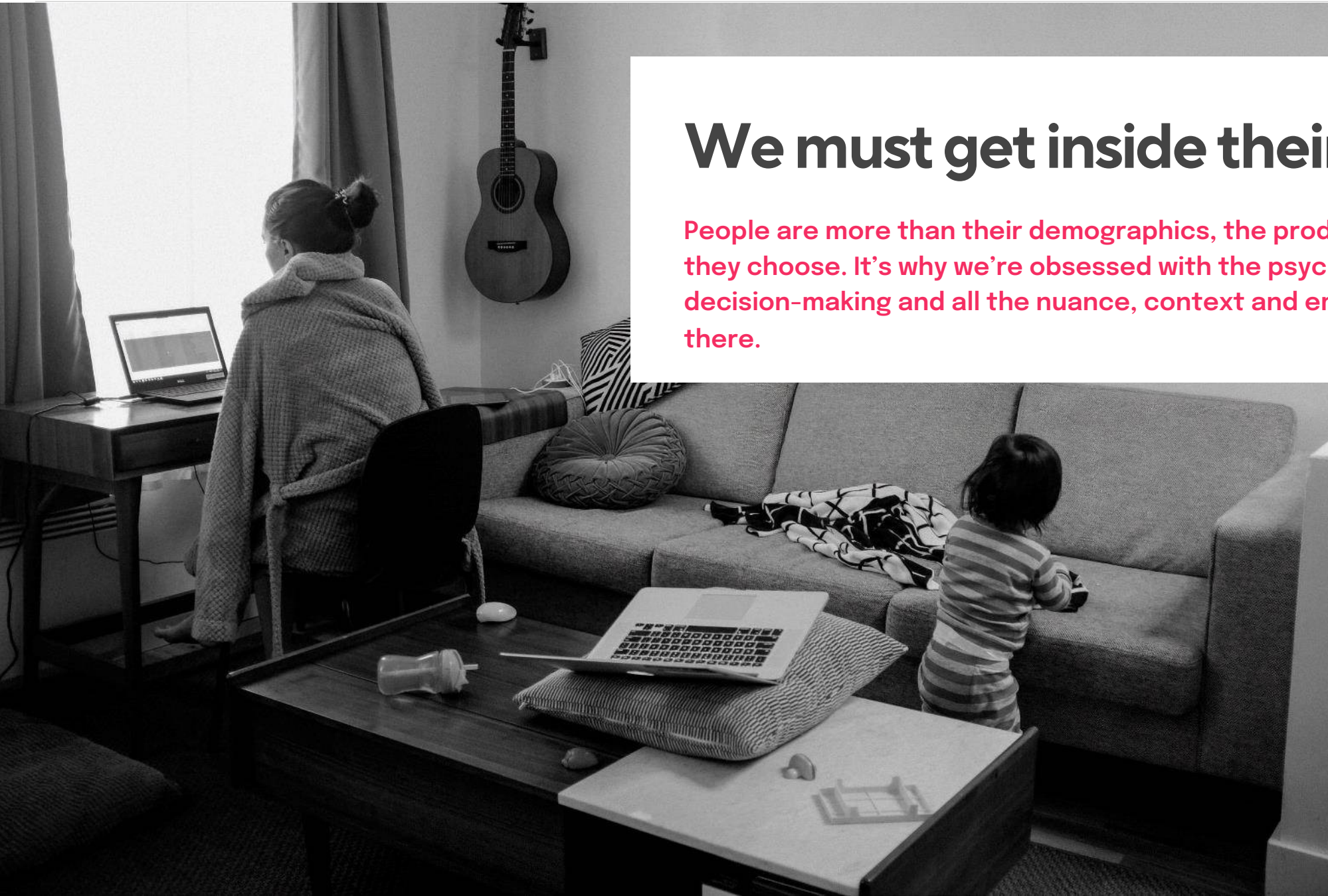
We must fixate on why people do the things they do.

It's all about the psychology of decision-making.

- Bias
- Heuristics
- Framing
- Risks
- Memories
- Motivations

We must get inside their lives.

People are more than their demographics, the products and support they choose. It's why we're obsessed with the psychology of decision-making and all the nuance, context and emotion that lives there.



Three simple steps to understanding and driving behavior.



Identify

Use behavioral data to identify patients and their behaviors, as well as the influences that shape their decisions.

Map

Show the journey from their point of view. Locate behavioral barriers and emotional accelerators that affect their journey.

Accelerate

Uncover the key behavioral motivators that inspire people to navigate more positively through their journey and adopt new behaviors.

Create and maintain actionable personas.

A persona must guide the work, **revealing the emotional tension to be resolved** and the needs, values and channels that shape decisions and actions.

Name | Patient Segment



City, ST | Occupation | Age

Origin Story: Historical background, domestic life, and the events and attributes that make this person a member of the target segment.

Lifestyle Icons:



“Personal quote about a need, tension or emotional conflict to be resolved.”

Emotional Index Score



Behavioral Traits



Treatment Barriers

Core problems to overcome

- Barrier 1
- Barrier 2
- Barrier 3

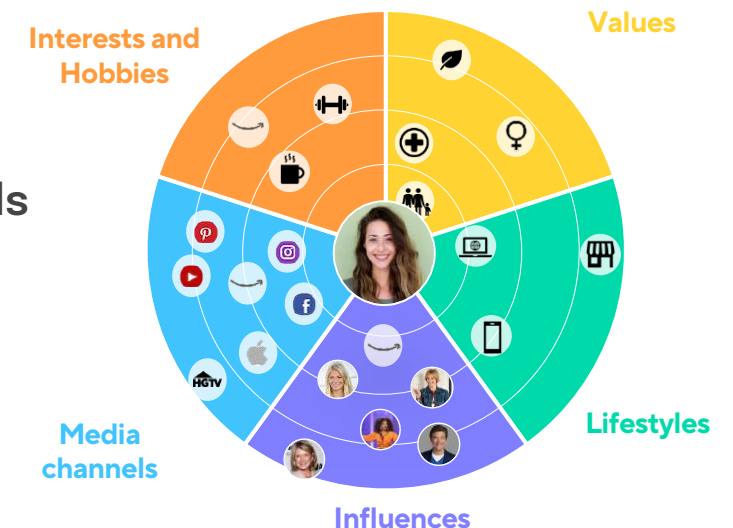
Influences & Channels



Last Content Viewed



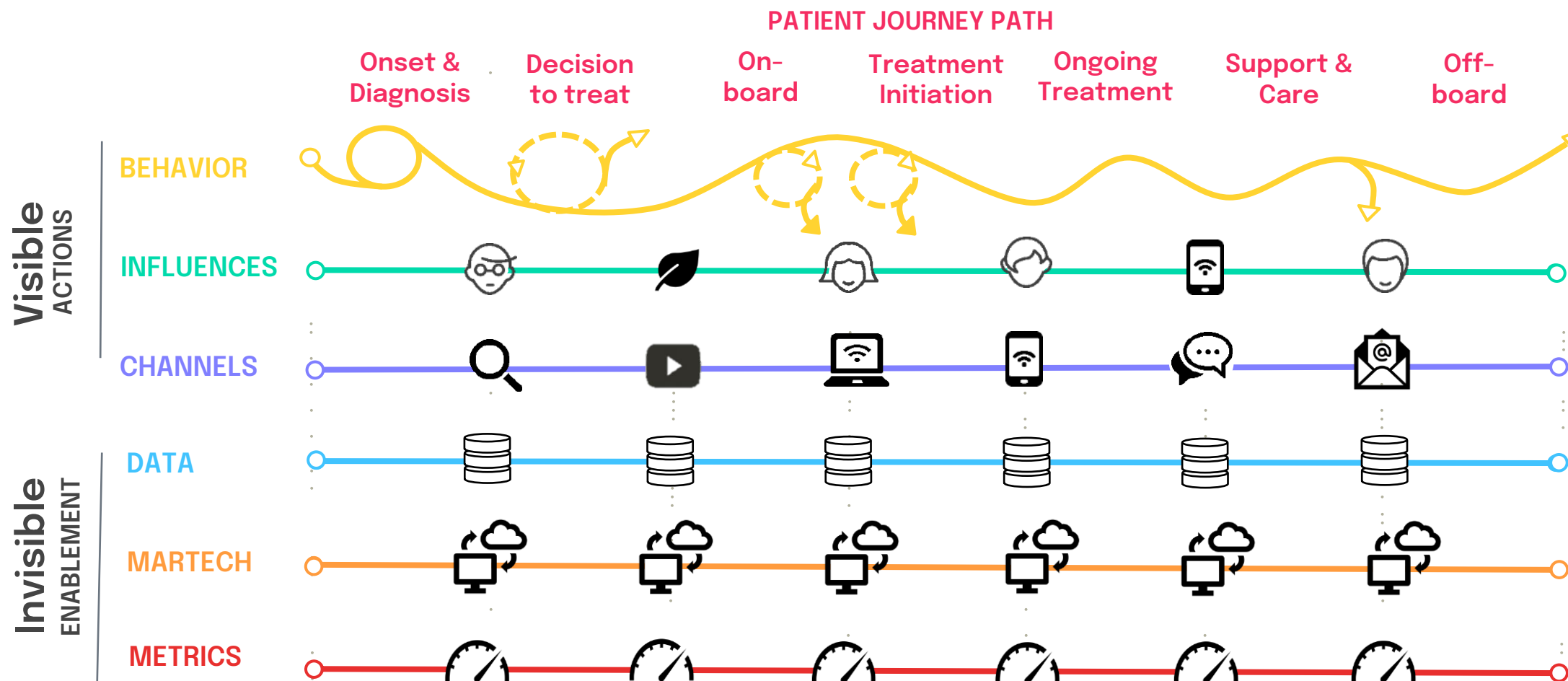
Influence Map





Map the personas to identify gaps in patient experience that need solving.

A singular view of influences that shape behavior and the systems in place to support them



Allow for every patient journey to be unique

Patient journey considerations

- Newly diagnosed vs. expert
- Disease stages
- Personal life changes

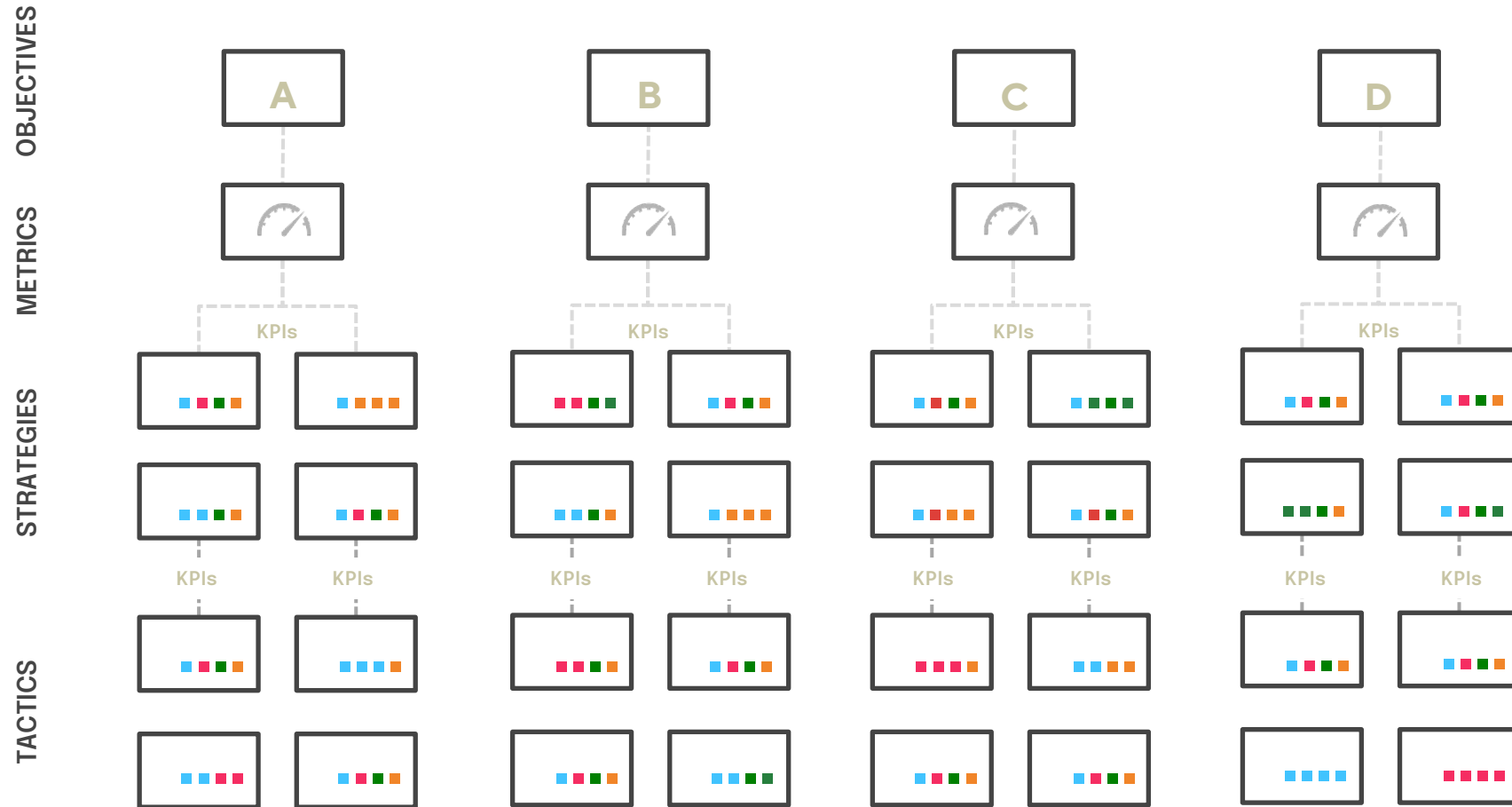
Practical barriers

- Access to medication and refills
- Commuting to the hospital
- Telework, kids at home
- Treatment administration (infusion appointments, etc.)
- Access to tools and information
- Forgetfulness

Environmental and behavioral barriers

- Fear and anxiety
- Going alone to hospital appointments
- Pandemic peaks
- Changes in rules (bubbles)
- Immunity (“I’m my only defense.”)

Most importantly, patient journey insight should be made actionable.

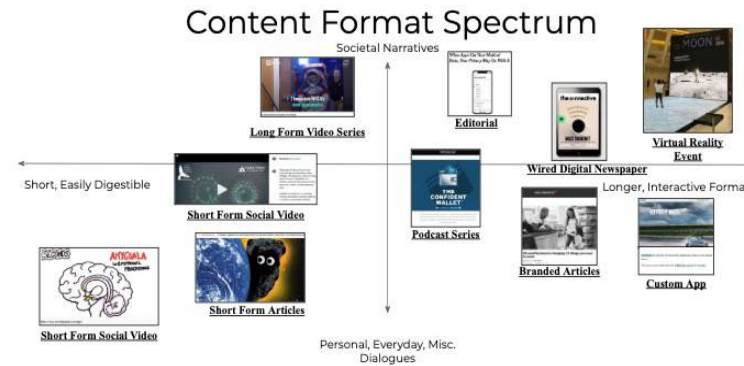


Leverage insights to create compelling content that drives patients to act.

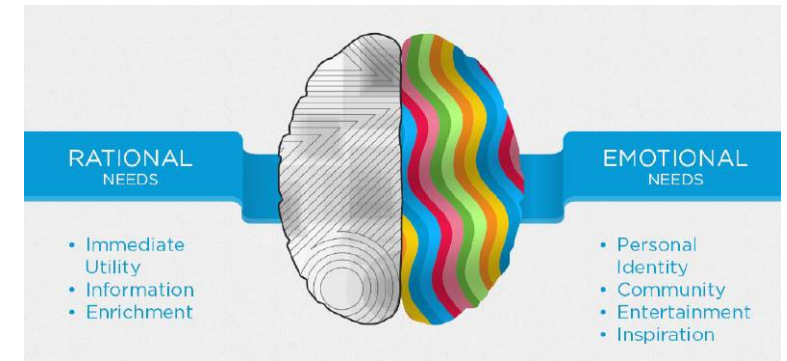
Topics



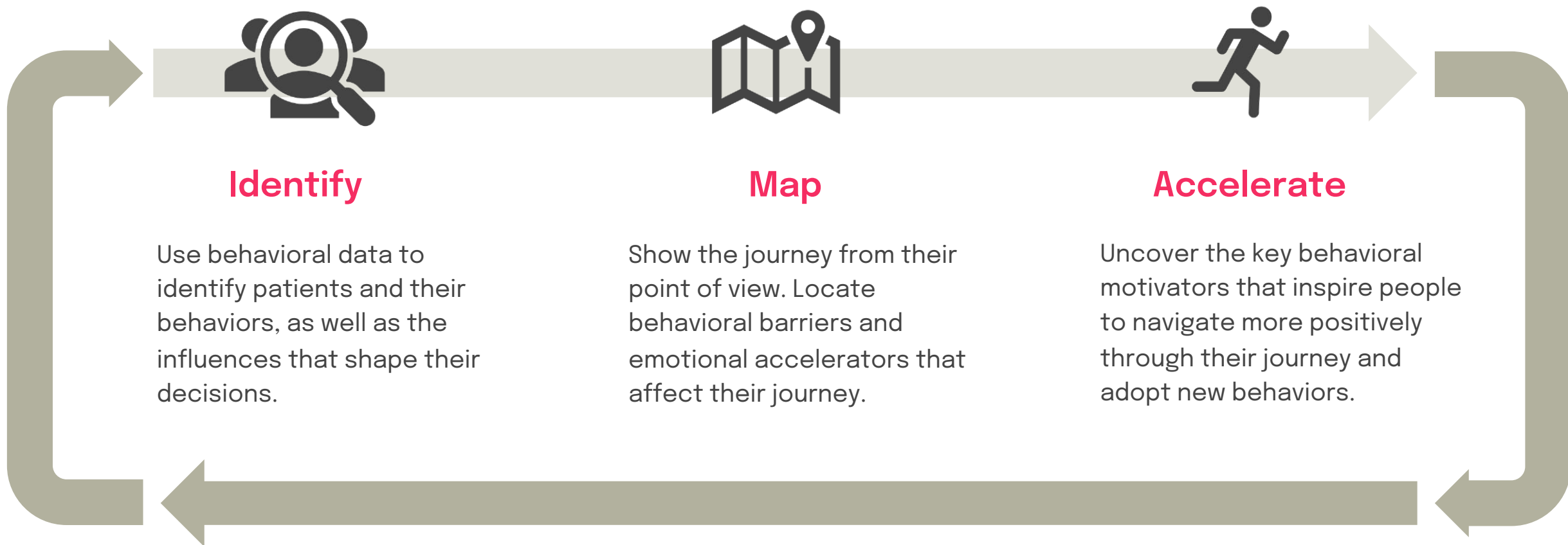
Content formats

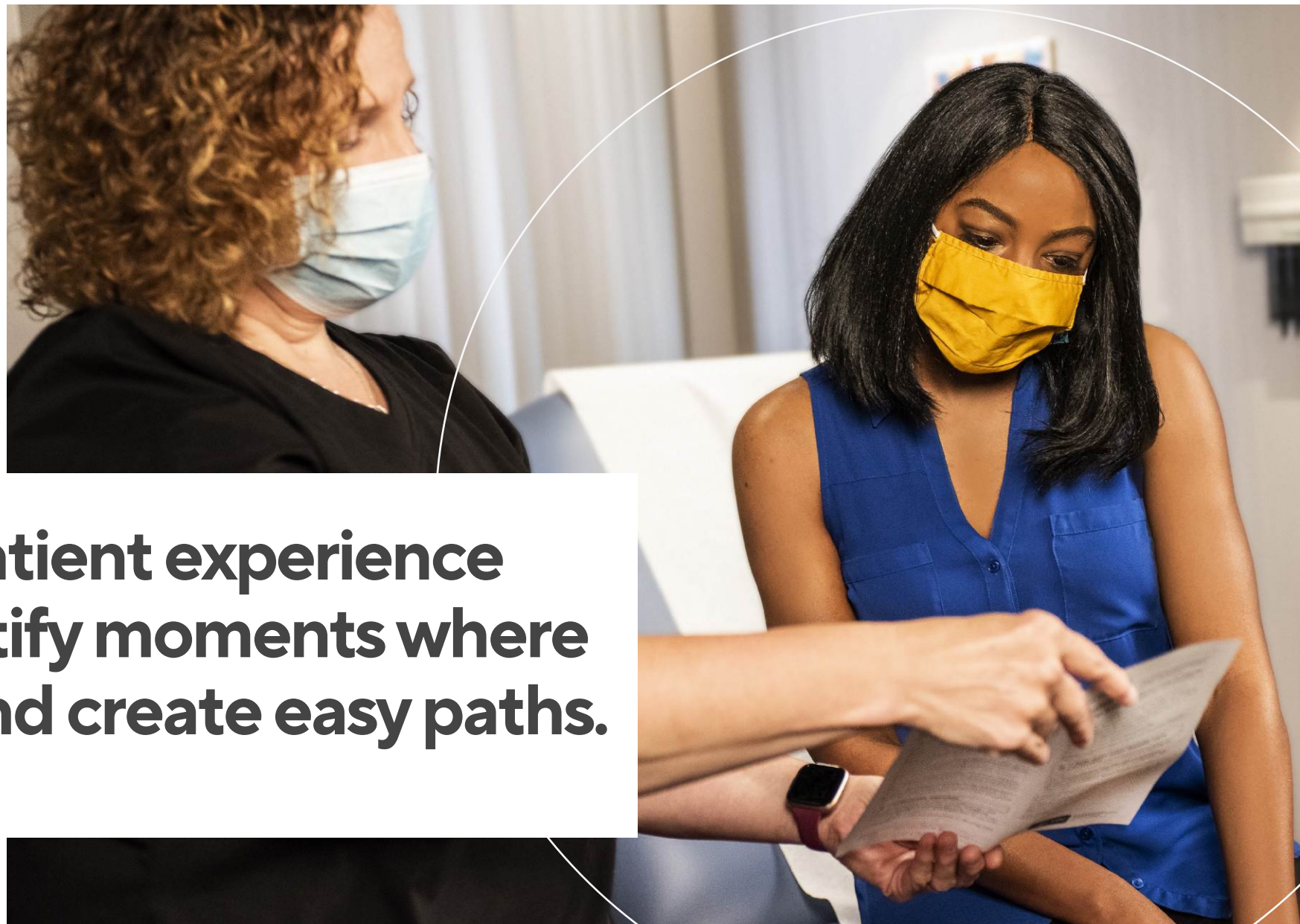


Patient content needs



Understanding behavior should be continuous.





Our mission as patient experience leaders is to identify moments where we are needed and create easy paths.

The adaptive PSP – built on five essential elements.

Now let's look at optimizing the PSP, and why and how to be adaptive.

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Patient
centricity

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Involvement
of all
stakeholders

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One size
doesn't fit
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Optimized
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Consistent
evaluation and
optimization...



A PSP must be adaptive to the patients changing behaviors and journeys, but also their environment evolution and to your sustainability model.

PSPs must adapt to a wide range of changing business and program factors.



**Changes in the local
healthcare ecosystems**



**Environmental and
technological innovation**



**Your budget to support
the program**



**Adoption of program,
engagement
and outcomes**

Adapting your program through consistent evaluation and optimization makes it more relevant and sustainable.

Establish clear and measurable KPIs to monitor adoption, engagement, adherence and experience



Track usage and collect feedback from patients plus other stakeholders (HCPs, nurses, insurers)



Monitor the market and patient sentiment in communities proactively



Evolve the program addressing the feedback collected, the patient's unmet needs vs. existing PSPs and your PSP budget

Drives **relevance** to patients, HCPs and caregivers

Removes **practical barriers** to access treatment and maintain adherence and healthy habits

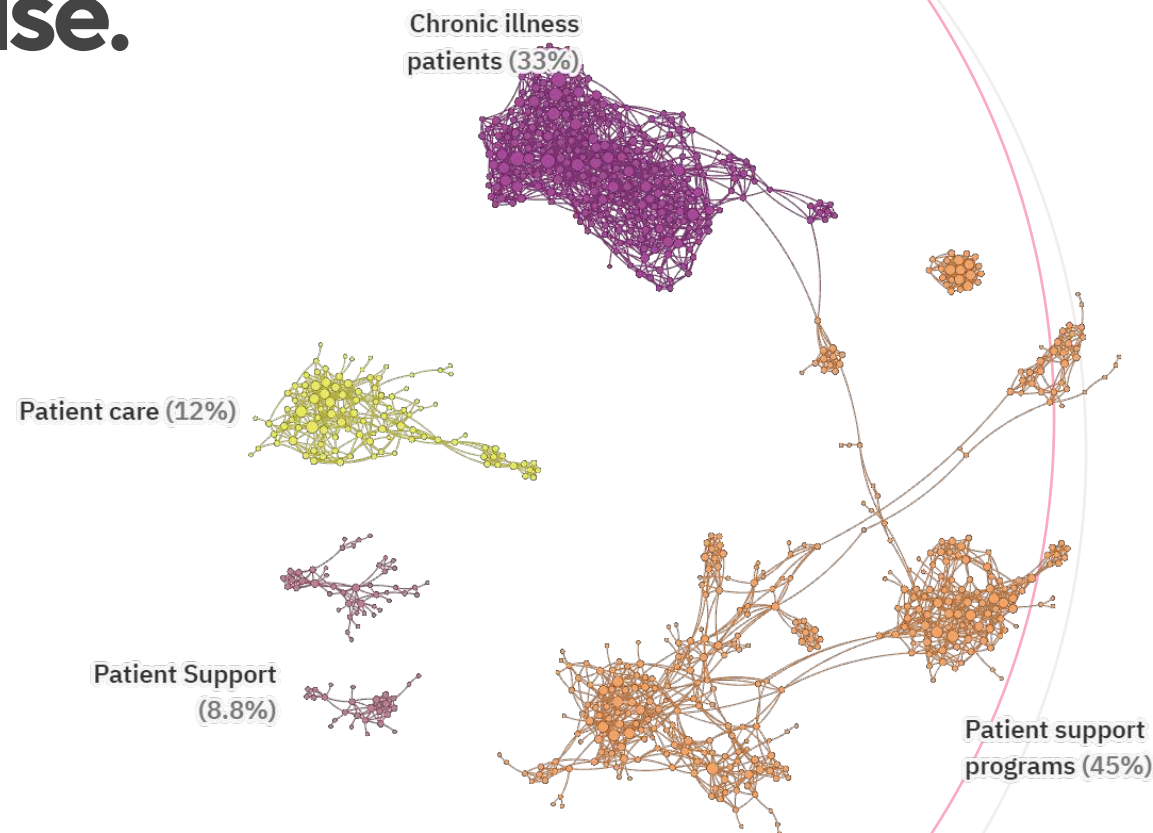
Makes your PSP **sustainable** over time for your PSP budget (beyond LOE and financial changes)

How to achieve PSP adaptability

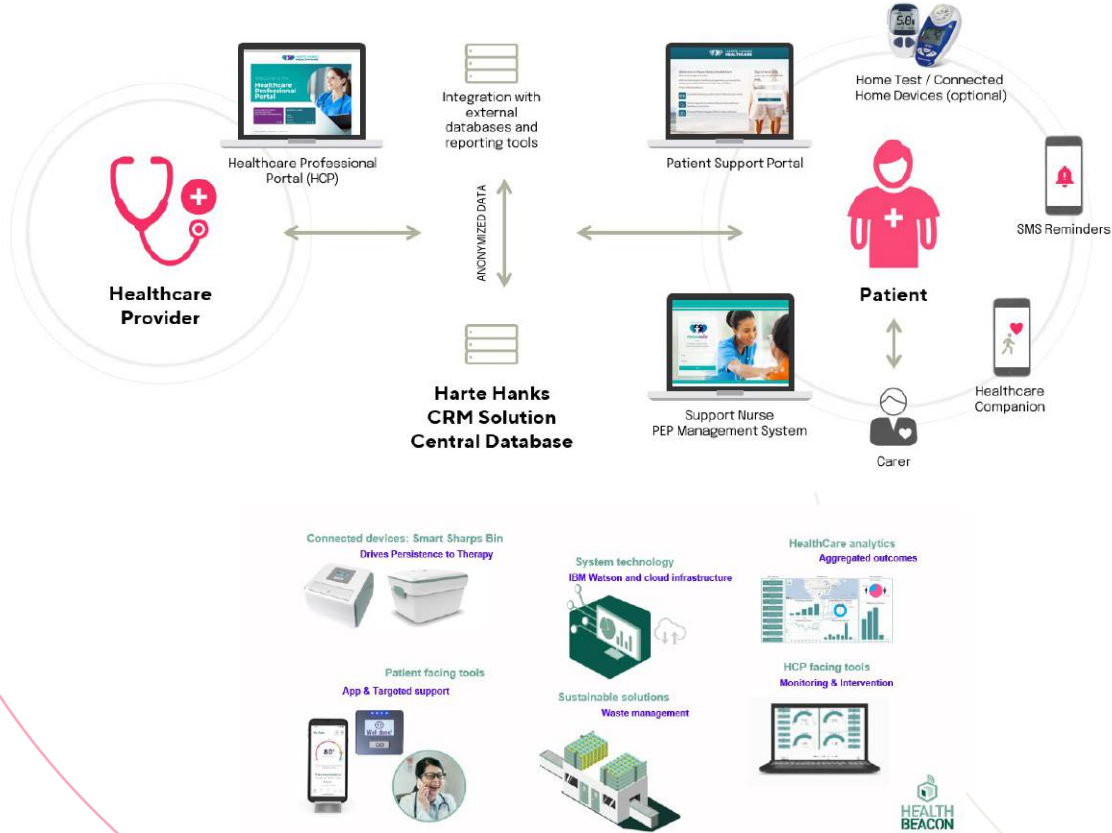
Three secret ingredients

Adaptive secret ingredient 1: Keep your finger on the pulse.

Stay in tune with your **patients and their behaviors, needs and journeys, as well as the market and health ecosystem** through a real-time approach to insight and feedback capture, combined with foundational patient personas and maps that can be continuously updated and refined.



Adaptive secret ingredient 2: Use partners, tools and tech that are flexible.



Use a flexible set of tools and partners as the foundation of your PSP to allow easy integration with systems, customization of features to meet you and your patient's specific needs, and the ability to localize or adapt your PSP for different geos and treatments.

Also avoid getting locked into costly licensing models for applications or tech for when your program needs to expand, or operate on a lower budget when exclusivity ends.

Adaptive secret ingredient 3: Adopt an agile approach.

Adopt an **agile approach** to every aspect of creating and maintaining your PSP, from the initial creation through ongoing content creation, predictive modelling, and feature additions all the way to rolling out your program in additional countries or replicating it for other treatments.

GO

Implement,
measure and
iterate

STORM

Identify new needs,
define the strategy
and behavioral job
to be done

CRAFT

Create content
and supporting
ecosystem

Where to next?

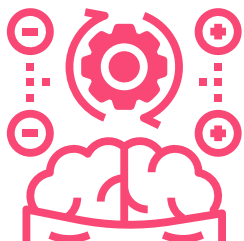


Moving to an adaptive PSP.

Three aspects to consider

1

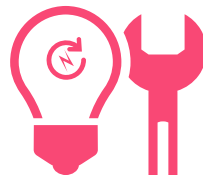
Understand your patients and their journeys today



It's imperative to understand how HCPs and patients think about you now. Who they were pre-pandemic is not who they've become. Deeply audit the experience you are delivering to measure whether it's meeting new expectations.

2

Evaluate your PSP for its adaptability, and evolve



Audit your existing program to see if it enables you to react and adapt to your changing patients and business needs. Identify some quick wins such as patient listening, new content, new engagement channels like apps or new features, and work to implement them quickly.

3

Develop a new PSP that's adaptable from the get-go



If you are about to build a program, or expand to another geo, map out a plan for a more adaptive PSP that you can build and roll out safe in the knowledge that it can adapt to the needs of your patients and your business over time.



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