



Improving patient adherence

New brand positioning
Patient onboarding system
New website and support materials

The challenge

Rheumatoid arthritis (RA) is a chronic autoimmune disease that causes painful joint inflammation. In the crowded RA market, patient compliance is critical to a product's success. One manufacturer of an injectable biologic recognized that, in a crowded marketplace where frequent product switching occurs, improving the customer experience during the treatment onboarding phase could help the brand not only in acquisition and retention efforts, but also could help improve patient compliance.

Our approach

In an online community, we engaged with individuals living with moderate to severe RA to understand factors that influence treatment selection, new therapy onboarding, and compliance drivers and barriers.

We explored their treatment journey on an intimate level – their experiences and feelings surrounding initial diagnosis and treatment of their disease and how they were impacted physically, emotionally, and financially.

Through interactive discussions, daily digital journaling, and real-time capture of their treatment regimen, we got a comprehensive picture of each individual's personal journey. In addition, these individuals shared the materials and education resources they received, and provided their perspective of what materials were valuable and what was missing.

We identified the gaps and opportunities of the onboarding experience, and collaborated with these RA sufferers to develop brand solutions to meet not only their onboarding needs but to increase overall brand relevance, by infusing customer centricity throughout all of the company's communication platforms.

The result

These patients helped the company develop new customer centric brand positioning and support materials for their injectable biologic. This included a revamped, more patient-centric website featuring resonant content and resources for patients, such as video testimonials, a new patient starter kit to improve the onboarding experience, and a patient collaboration program.