



# Caregiver-focused solutions

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New medication onboarding kit

Suite of marketing, support, and educational materials

## The challenge

Schizophrenia is a chronic mental illness causing those affected to experience a distorted sense of reality as well as abnormal thoughts, emotions, and social behaviors that make it difficult to relate with others. Common symptoms of the disease — including hallucinations and paranoid delusions — make treatment initiation and patient self-care extremely difficult, often requiring a caregiver to help manage treatment.

One pharmaceutical manufacturer sought to understand all aspects of patient care from the caregiver's perspective, in order to create programs and support materials for this frequently overlooked customer.

## Our approach

In a private, online community, we brought together a group of friends, family members, and spouses who cared for a loved one suffering from schizophrenia.

Discussions and participation in ethnographic activities were ongoing and interactive, giving a real-time view into caregivers' daily routines, frustrations, and struggles. For example, treatment

timeline mapping identified needs during hospitalization, first appointments, and at home.

Caregivers discussed how they approached treatment decisions, including switching from one therapy to another. They also broached sensitive and emotional topics such as the struggles they and their schizophrenic loved ones faced.

## The result

Caregiver insights informed the development of a resonant and effective suite of marketing and educational materials that improves the caregiving experience and impact.

Caregivers co-created a new medication starter kit to accompany the new treatment, as well as education materials that addressed life after hospitalization. In addition, the community inspired an email support program and website that supplied caregivers with comprehensive information on everything from regional doctor and hospital information, to advocacy organizations for the mentally ill, to resources for respite care.