

Transforming the Clinical Trial Experience

How we partnered with a pharmaceutical leader to reimagine the clinical trial process, improving the experience for patients and boosting participation.

Clinical trials are the life blood of the pharmaceutical industry. They ensure that medical innovation continues and the product pipeline remains robust. But the clinical trial process depends on patients – they must participate voluntarily and in large enough numbers to make the trial statistically valid.

Unfortunately for this pharmaceutical leader, the company was seeing a steady decline in patient participation in its trials. The low point was 2008-2010, when the participation rate fell by 43 percent. To reverse the trend, the company wanted to first understand the root cause of the problem. What accounted for patients' lack of interest, and what could be done to turn it around?

The company asked Cognizant's Idea Couture, a digital innovation firm, to help them rethink how they could improve the clinical trial experience for patients. To identify barriers to clinical trial enrollment, we interviewed two groups of patients: those who had participated in a clinical trial before, and those who had not. Our research revealed a strong unmet need for a program that would empathetically and genuinely engage patients and their support networks.

AT A GLANCE

A major pharmaceutical company needed to understand why participation in its clinical trials had decreased significantly. We worked closely with patients and were able to reveal ways in which patient-centricity could be prioritized during the clinical trial process.

OUTCOMES

- A newly designed Patients at Heart program that puts patients at the center of the clinical trial process.
- An interactive portal with digital tools to support a range of situations in which patients might find themselves.
- Delivered a double-digit increase in patient recruitment and retention for the company's clinical trials.

The result was a redesign of the company's Patients at Heart program, a portal for communication between medical teams and patients and their families. We also developed a physical onboarding kit for trial participants.

This “Patient Journey Box” includes information, greater access to trial results, and other tools for an improved experience for participating patients.

The pharmaceutical leader has been recognized with the Eye for Pharma Award for Best Patient Website and Best Digital Innovation. The program has also helped boost the company’s reputation. Patient View, which rates pharmaceutical companies from the patient’s point of view, recently ranked the company first and second in integrity and corporate reputation.

UNDERSTANDING THE PATIENT

In our engagement, we spoke with clinical trial participants as well as with patients who had never participated in a trial before. Our research revealed a key actionable insight: For patients to be motivated to participate in clinical trials, they and their families need to be more informed and to feel respected throughout the process.

With this in mind, we created a series of patient journey maps that focused on uncovering the unmet needs, perspectives, and emotions behind

every touchpoint for patients and caregivers. This revealed the need for a program that would empathetically and genuinely engage patients and their support networks.

The multifaceted Patients at Heart program consists of three major components intended to engage, educate, and inspire:

- An interactive portal for all relevant information.
- Answers to frequently asked questions.
- Digital tools to support a range of situations patients might find themselves in.
- A Patient Journey Box serves as a physical onboarding kit for trial participants.

Our redesign of the company’s Patients at Heart program became the foundation of the company’s effort to incorporate patient-centricity into all its initiatives.

ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.



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