



+\$2M BeSci Win!

Patient Persistence with
Treatment Medication

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Category: Pharamceuticals

Project: Patient Persistence

Client: Confidential. Australia. New Zealand.

The Challenge:

Some patients stayed on therapy while others stopped. Why?

The brief was to unlock patient motivations to taking the treatment + Dr motivations to prescribing to uncover the dynamic in play.

Note: We were unaware the client had planned to spend \$millions on a Direct-To-Consumer (DTC) campaign to motivate patients to stay on therapy.

BeSci Changes Research:

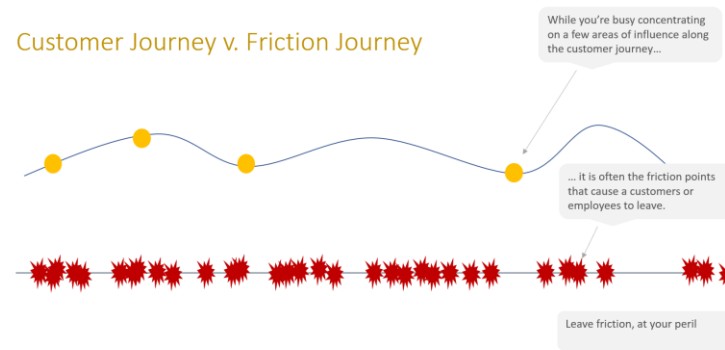
The method integrated behavioural economics (as it was termed then) heuristics and biases in its approach, design and recommendations.

1. We weaved messengers, halo, defaults, commitments, herd, social norms, ego among others into the design.
2. We took a 360 degree view with everyone directly or indirectly involved in patient support = patients, carers, receptionists, nurses and Specialists.
3. Plus we wanted to be 'observers' and sit beside everyone involved to get an insiders view to *experience* as much as possible.
4. Key was understanding people, processes and product. We wanted to know the nitty gritty of what occurred. Every system step, piece of paper etc.
5. We video taped and voice recorded when permission was granted

The Unexpected:

We delivered multiple learnings for this project. One is most noteworthy for the unexpected power it played in patient persistence and drop off. *The disruptive power of friction.*

Often clients want to focus on the customer journey. Yet understanding conscious and unconscious cognitive and behavioural friction can have more impact on why customers, or in this instance patients stop using your product.



Friction Faultline = Failure:

One simple friction point caused people to fall through the cracks:

- This medication required blood work up and a government 'Authority Script' to begin treatment, and at regular touchpoints for repeat scripts
- If a patient was running low on medication and missed their follow-up appointment with their Specialist, the blood work up and paperwork for the repeat script would not be submitted.
- Often it took 3+ months to get a rescheduled appointment because Drs were so busy or because patients were located in regional areas.
- A patient could run out of medication during this time. Even though they wanted it, there was no way for them to get supply without the Authority Script . They were lost due to a system failure patients had no knowledge of until they ran out of their medication.

This proves awareness campaigns can at times have little to no impact on solving the problem and can waste your money.

It's why *Friction Audits* are a foundational element of all projects.

We upskill teams to become 'Friction Free Hero's. It changes culture, empowers individuals and delivers significant ROI.

This work was conducted in a consulting arrangement with DeltaMV

Measured Results Matter

+\$2M

Saved when the client cancelled the pre-approved direct-to-consumer campaign.

Anecdotally the client shared they had cancelled the DTC campaign as a direct result of our finding this Friction Point.

The DTC campaign would have zero impact on the required behaviour change. An approved investment of \$2M-3M was now cancelled.

Friction ~ Fluency ~ Flow



Understanding the Brain is Your Business



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C O N S U L T I N G

Let's prove it