



Case Study

Emerging biopharma company included outcomes endpoints in phase 3 protocol using patient journey maps.



Client

An emerging biopharma company was preparing the protocol for their phase 3 study and wanted to know which outcomes endpoints to include in the phase 3 protocol to optimize the opportunity that payers will pay for the new asset.

Challenge

Rather than relying on primary research, the life sciences client sought a detailed understanding of the patient journey in a rare disease, the stakeholders involved, and the cost of each touch point.

Approach and Methodology

Launch Excellence Partners:



Utilized healthcare resource utilization (HCRU) and associated costs, rare disease databases, and published literature to answer the following questions to visualize the patient journey:

- 1** How does the disease present in the patient?
- 2** How do patients seek treatment?
- 3** How do patients obtain their information?
- 4** Where do the patient present?
- 5** How is the disease confirmed?
- 6** What is the range of treatment options?
- 7** What is the range of prescription, generic, or other given to the patient?
- 8** What is the aim of the overall treatment plan?
- 9** How does the disease progress and how patients are treated according to pathogenesis?
- 10** How does the product get to the patient?
- 11** Does the patient exit or re-enter the process?
- 12** How often and how long does the patient use the product?

Results and Impact

The patient journey was visually representation of all the patient interactions with the healthcare system across multiple stakeholders over time. It showed the sequence of all the touchpoints a patient goes through pre, during, and post the treatment process.

The results helped the client to incorporate the most relevant endpoints to plan for a positive coverage and reimbursement decision at launch.