

Transforming the Patient/Physician Experience Through Digital Innovation

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LISA CHENGARY

*Manager, Multi-Channel Marketing
– GI Customer Engagement
and Marketing Innovation*

Lisa oversees customer engagement implementation plans and strategy for Takeda's GI portfolio, ensuring flawless execution, full measurement and campaign optimization. She is a known subject matter expert in Point of Care and Non-Personal Promotion.



LINDA RUSCHAU

Chief Client Officer

Healthcare marketing leader and one of the founders of the point-of-care space, Linda is passionate about shaping the digital future in exam rooms, waiting rooms, clinical specialty areas, and virtually. She has worked with Takeda for 15 years to deliver sustainable advantages in point of care.

Physicians' Perspectives

**Patient Engagement Technology
(and Pharma's Role in It)**

A 2018 RESEARCH STUDY

- Commissioned and executed by Digital Health Coalition
- Surveyed 206 physicians
- July 2018
- Glean attitudes and behaviors on emerging tech

Technology is Improving the Patient Experience



77%

of physicians agree the use of patient engagement **technology in their office helps improve patients' overall experience.**

61%

are using technology in **nearly all of their interactions with patients to better educate and engage** with them.

Technology and Treatment Options



50%

of physicians said informing patients about their treatment options was a top benefit of using technology in the office



Physicians are comfortable with in-office **technology** including pharma messaging



74%

of physicians highly or somewhat interested in in-office tech featuring tailored education + ads

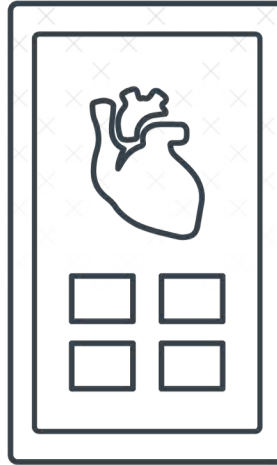
Future Outlook

Top 3 technologies physicians are most interested in using **in the future:**



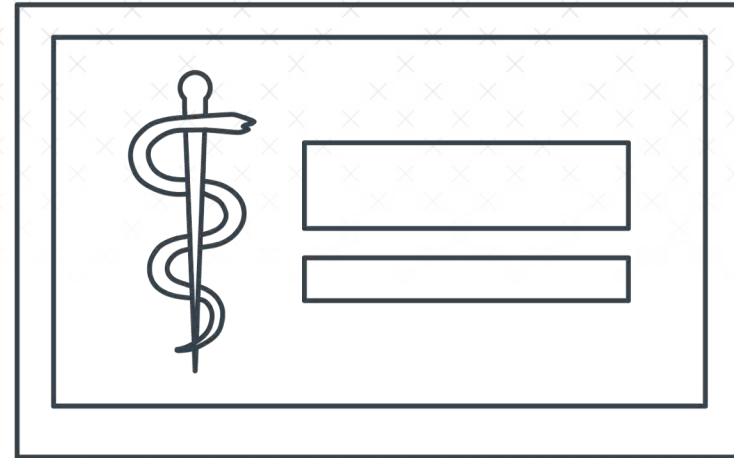
52%

Check-In
TABLETS



50%

Exam Room
DIGITAL INTERACTIVE DEVICE



36%

Waiting Room
DIGITAL SCREENS

A healthcare professional, a woman with blonde hair tied back, is pointing at a computer monitor. An elderly man with a grey beard and glasses, wearing a blue and white checkered shirt, is looking at the screen. The background shows a clinical setting with anatomical charts on the wall and a scale.

How Amitiza Used Technology to Impact Physicians and Patients



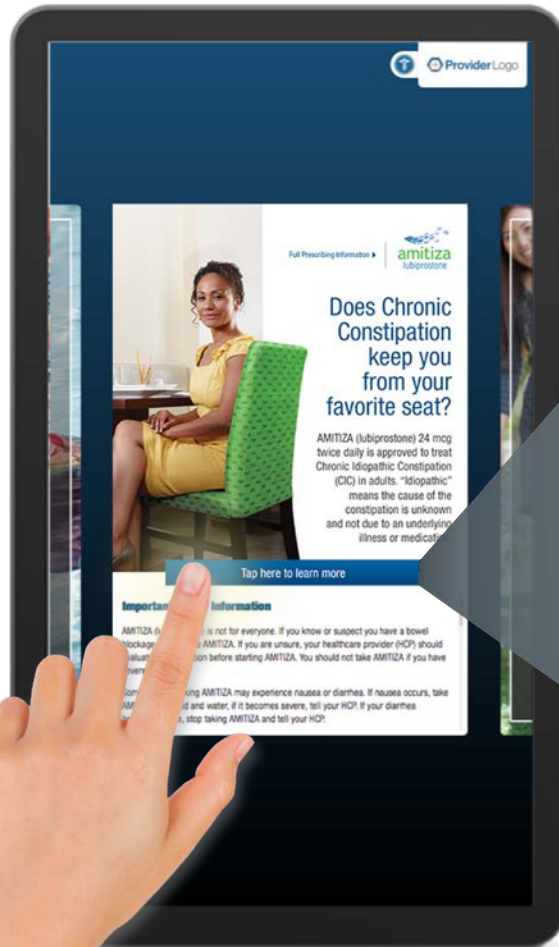
PatientPoint. 

About Amitiza

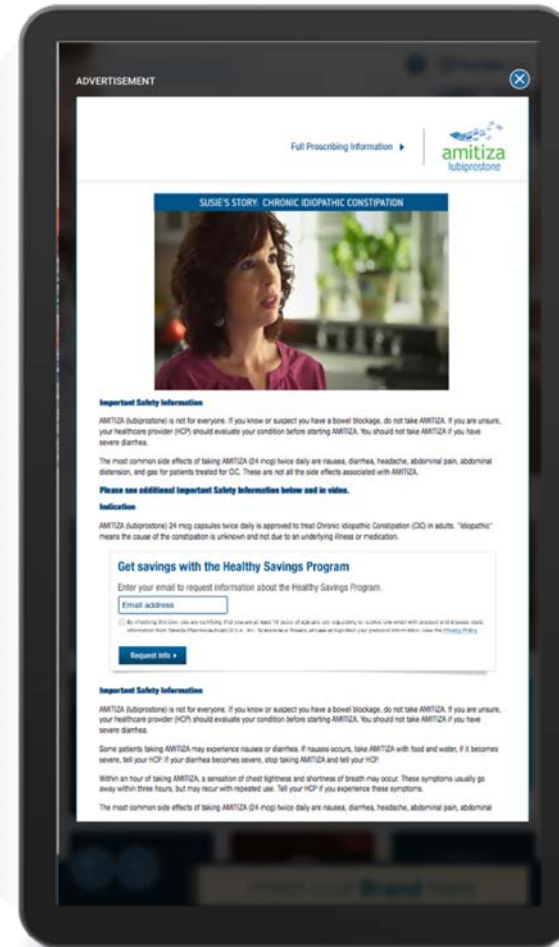
- Amitiza is indicated for Irritable Bowel Syndrome with Constipation, Chronic Idiopathic Constipation and Opioid Induced Constipation.
- Chronic Constipation is a sensitive topic for patients to discuss—and many times doctors don't acknowledge as a “real” condition.
- Patient/HCP dialogue is important and having educational brand messaging at POC has been successful for the brand.
- Digital is a cost-effective way to be able to provide information at POC.



Taking Amitiza into the Digital Exam Room

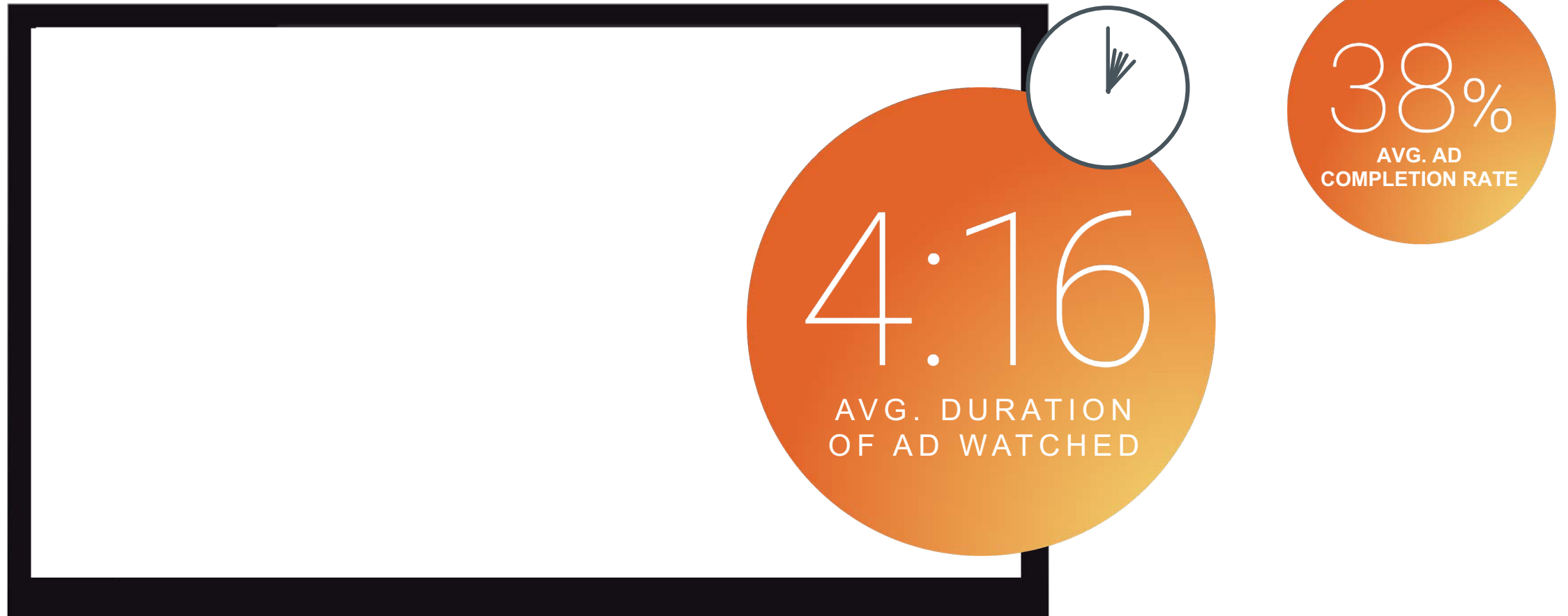


Passive Mode Ad



Active Mode Ad

Taking Amitiza into the Digital Exam Room



Final Thoughts



Patient engagement technology is transforming how healthcare providers interact with and educate patients.



Physicians see value in and want to integrate tech across important touchpoints to improve experience & better educate patients.



Leveraging digital solutions gets brands in on the action and in the middle of patient-physician engagement both inside the office and out.