

Accenture Life Sciences
Patient Inspired. Outcomes Driven.

LOST IN TRANSLATION: THE COMMUNICATION GAP IN PATIENT SERVICES


 **UK Results**

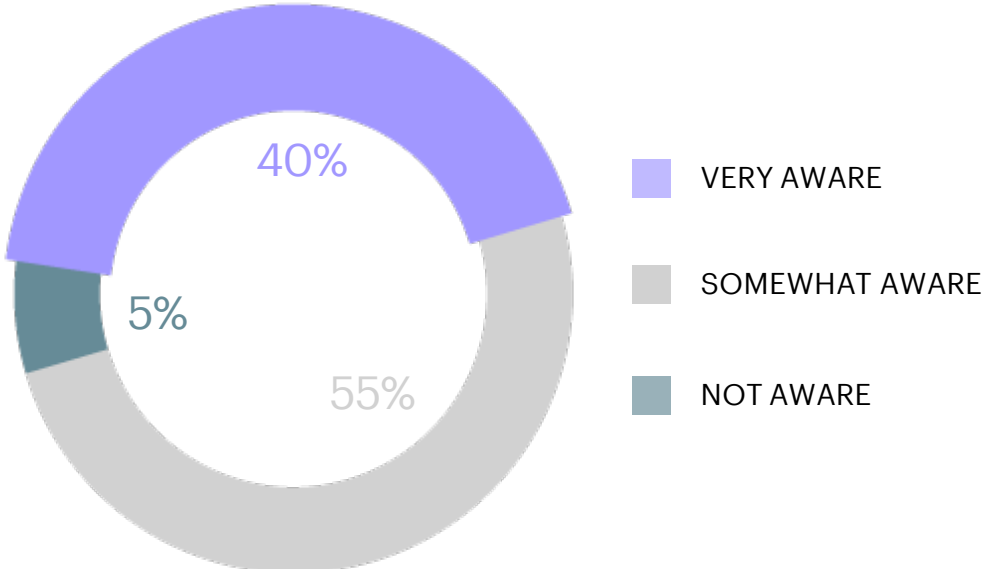
Survey of 60 UK-based healthcare professionals on what their awareness, use and value of patient services is across five therapeutic areas and general practitioners.



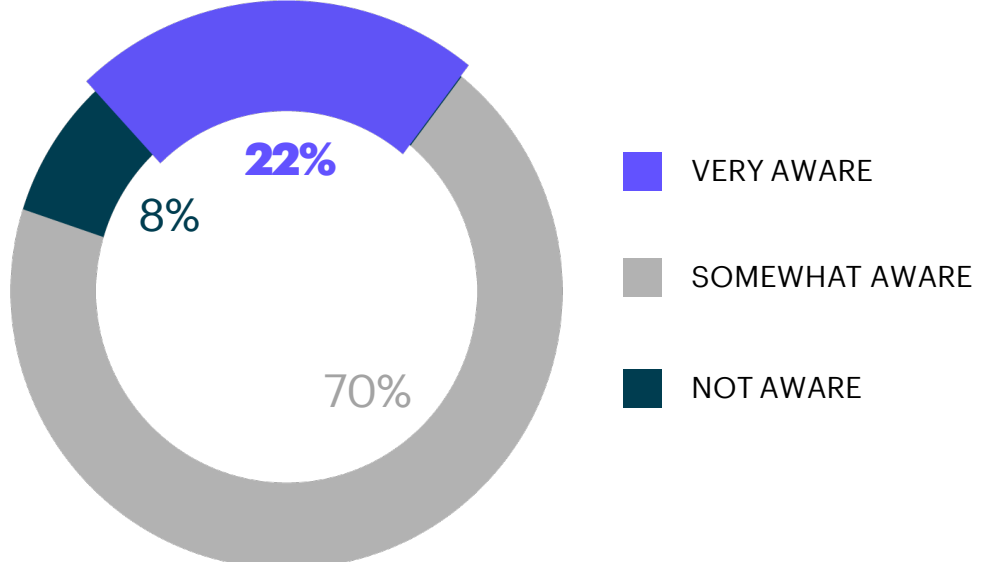
KEY FINDING #1

MOST HCPs ARE NOT VERY AWARE OF PATIENT SERVICES

 ACROSS ALL COUNTRIES SURVEYED, **JUST 40%** OF HCPs ARE VERY AWARE OF PATIENT SERVICES



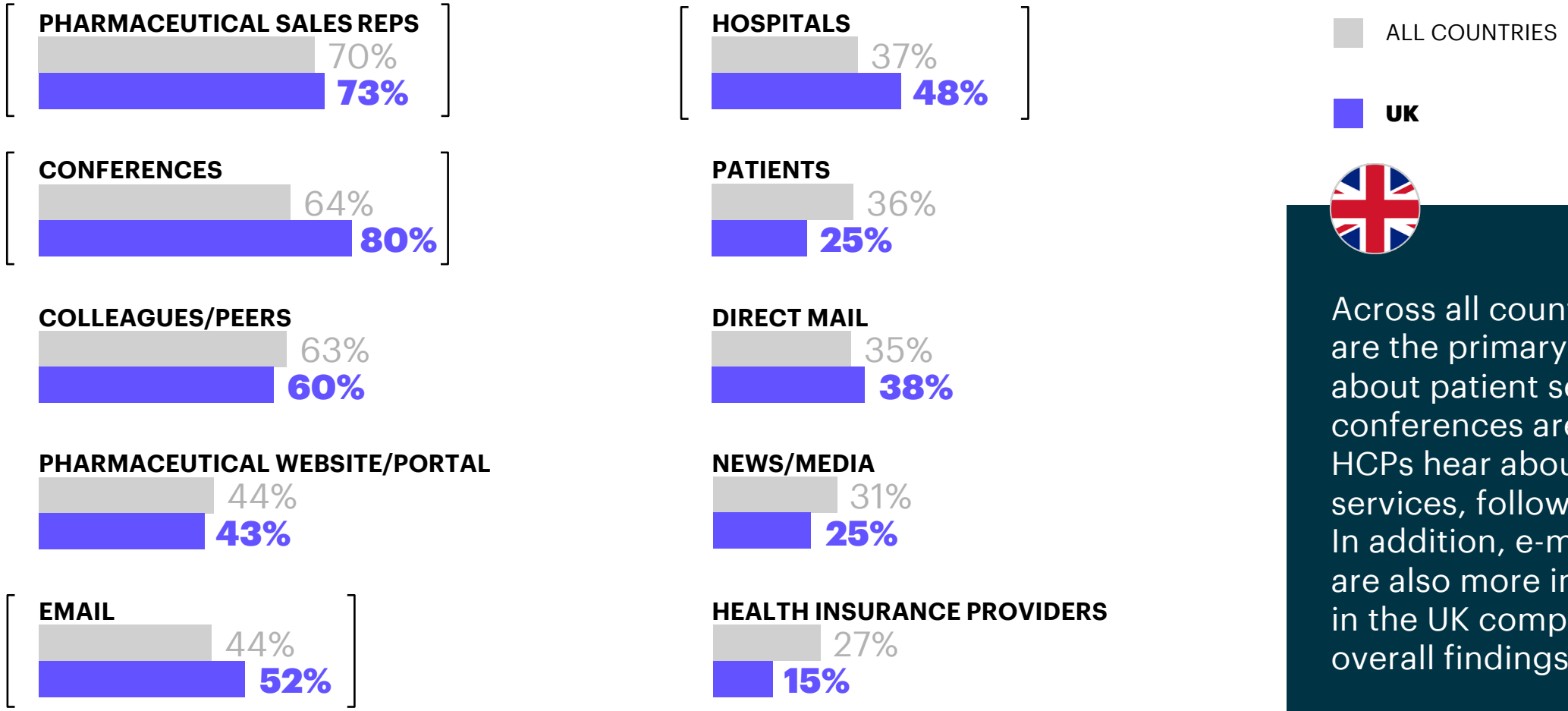
THIS IS CONSIDERABLY LOWER IN THE UK AT **ONLY 22%**



Q.1. How aware do you feel you are of patient services programs within your therapeutic area/area of practice?
Single-coded question

Base: Total Respondents **(362)**
UK Respondents **(60)**

KEY FINDING #1 MOST HCPs ARE NOT VERY AWARE OF PATIENT SERVICES



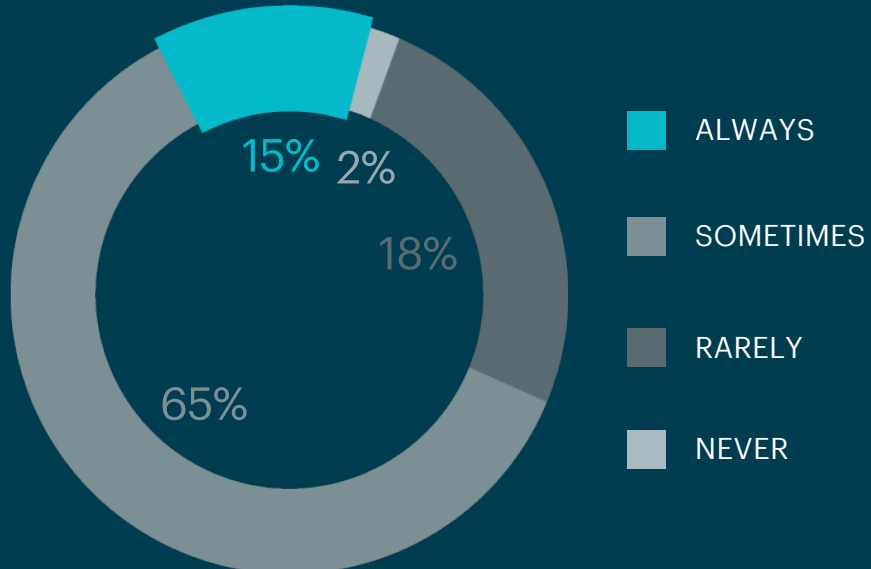

Across all countries, sales reps are the primary way HCPs hear about patient services. In the UK, conferences are the primary way HCPs hear about patient services, followed by sales reps. In addition, e-mail and hospitals are also more impactful channels in the UK compared to the overall findings.

Q.6. Please select the top 5 channels through which you hear/learn about patient services offered by pharmaceutical/biotech companies the most. Please rank them in order of the channel you hear about patient services the most, to the channel you hear through the least. Rating per option

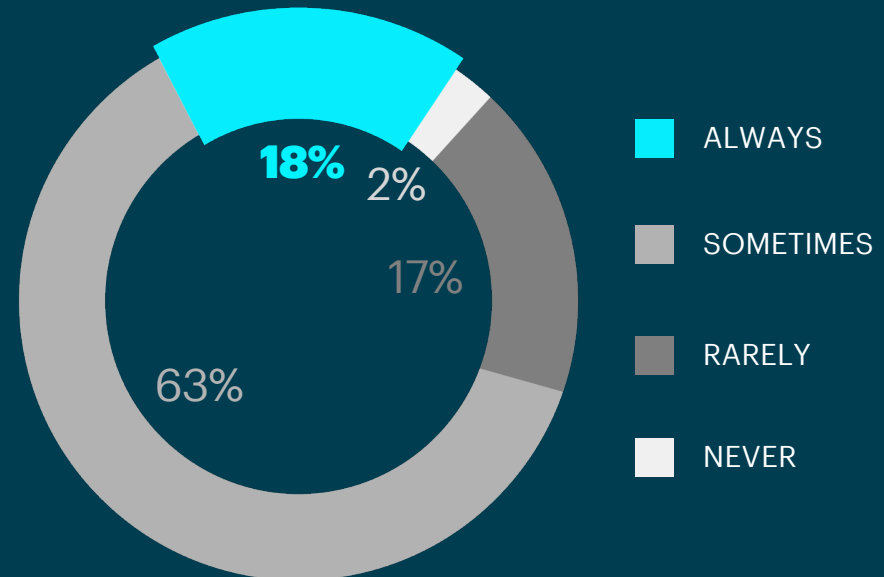
Base: Total Respondents **(362)**
UK Respondents **(60)**

KEY FINDING #2 HCPs DON'T FREQUENTLY TALK ABOUT PATIENT SERVICES WITH THEIR PATIENTS

 OVERALL, **JUST 15%** OF HCPs ALWAYS PERSONALLY SHARE INFORMATION ON PATIENT SERVICES



THIS IS SLIGHTLY HIGHER IN THE UK  **AT 18%** BUT STILL VERY LOW



Q.19. How often do you personally share information regarding available patient services with your patients?
Single-coded question

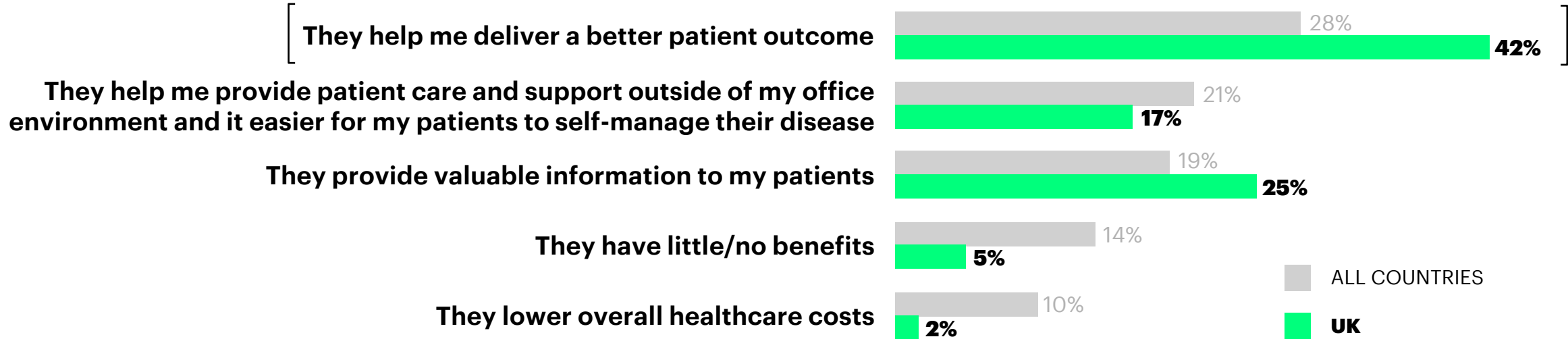
Base: Total Respondents **(362)**
UK Respondents **(60)**

KEY FINDING #3

HCPs SEE BETTER PATIENT OUTCOMES AS THE PRIMARY REASON FOR USING SERVICES WITH PATIENTS



Delivering a better patient outcome is the highest in the UK, far higher than the average seen across all countries.



Q.15. Please rank the following aspects of patient services in terms of how beneficial they are from the most beneficial aspect to the least beneficial aspect. Rating per option

Base: Total Respondents (362)
UK Respondents (60)

KEY FINDING #3

HCPs SEE BETTER PATIENT OUTCOMES AS THE PRIMARY REASON FOR USING SERVICES WITH PATIENTS



Publication of results of an improved patient outcomes would increase HCPs trust/belief in the value of patient services



In the UK , all forms of evidence would increase confidence in the value of service compared to the overall findings across all countries.



Q.25. What type of evidence would you like to see to increase your trust/confidence in the value of these patient services?
Multicode

Base: Total Respondents (362)
UK Respondents (60)

SO WHAT DO PHARMA COMPANIES DO ABOUT THIS?

FILL THE COMMUNICATION GAPS

TO ENCOURAGE MORE HCPs TO RECOMMEND PATIENT SERVICES SO THAT PATIENTS CAN ACHIEVE BETTER HEALTH OUTCOMES



For global results, please visit:
[accenture.com/patientservicessurvey](https://www.accenture.com/patientservicessurvey)

AUTHORS



Jean Liao

jean.liao@accenture.com



John Harrison

john.harrison@accenture.com

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