



JourneySmart™

Enhanced Patient Journeys

We understand you need a Patient Journey that allows you to walk in your patients' shoes, see the world through their eyes, experience their life as if it was your own, and to viscerally understand their unmet needs. To do that, you need a research firm which can explain how their minds are working and then how you can effectively influence their behaviors.



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Innovation In Research

Overview

We bring a unique perspective and set of tools to Patient Journey Research. Our PersonaSmart™ personality-based personas are globally validated and proven to work robustly across all conditions. Personality is the most fundamental driver of healthcare behavior. Using this as a foundation for Patient Journey results in a complete explanation of behavioral drivers and how to influence them.

We have a wide range of research methodologies and have specialized experts on staff with a very diverse toolbox.

Key Advantages

- Deeper, more meaningful, and more actionable results
 - Can be built around your patient segmentation, one of our PersonaSmart™ personality-based psychological models, or both
 - Assurance of a project completed to the highest standard, on time, and on budget
 - Rare and ultra-rare diseases and specialties

- ✓ Not all journeys are the same. Different types of people make different decisions and show different behaviors. People behave according to their personality, not their condition or circumstances. We recruit patients using our globally validated PersonaSmart™ personality-based personas so that we have different behavioral types represented.
- ✓ Patients react to those around them, especially HCPs. Our wide range of ethnographic and encounter methodologies enable us to observe and simulate these interactions and understand how they impact the patient's trajectory through the disease.
- ✓ A Patient Journey needs to be understood in the context of the patients' complete lives. We study patients in the healthcare system, with their payers, and in their regular life choices of nutrition, exercise, and alternatives, so we are holistic in our approach.
- ✓ We carry out social media analysis and can include the patient's digital/online journey in the results.

The report is the key. We include options for actor portrayals, video documentaries, and other high impact reporting.



The JourneySmart™ toolbox embodies Segmedica's twenty-year experience in Patient Journey with cutting edge tools and the widest range of data gathering and analysis methodologies in the industry.

We shape up your project according to your needs and objectives. Our expert teams recruit and carry out research with your targets worldwide.

Our methodologies include, but are not limited to:

- ✓ **HealthVoice**® in-office audio recordings of HCPs and patients
- ✓ **HealthEnact**® simulated HCP-patient interactions
- ✓ **HealthInteract**™ HCP-patient encounter groups
- ✓ **OnTheWall**™ online communities
- ✓ Social media analysis
- ✓ Ethnography
- ✓ Online diaries
- ✓ Mobile ethnography
- ✓ **SelfInspire**® HCP-driven patient typing
- ✓ **Semantha**® advanced linguistic analysis

JourneySmart-Digital

Can be an element of any other JourneySmart™ project or can be a stand-alone study tracing the digital footprint of patients and caregivers as they research, communicate with others, join support groups, and generally carry on their patient journey in the social media sphere.

JourneySmart-HEOR

Focused on the economic and outcome journey and/or clinical trial experience. These projects generally center on adherence and persistence and on patient-coping on treatments. The results can be publishable if the appropriate protocols are followed.

Case Studies

- ✓ Tracking patients with a hematological condition and assessing how their interactions with oncologists were leading to “drug holidays” for a maintenance therapy
- ✓ Global assessments of patient and HCP decision-making on mode of delivery – infusion, self-injection, oral
- ✓ Patient/HCP research to develop adherence support programs

JourneySmart-RD

For rare and ultra-rare diseases, our in-house recruitment unit can find and engage your targets.

Case Studies

- ✓ Pediatric PKU
- ✓ Non-HIV related Lipodystrophy

Syndicate Your Patient Journey for Great Cost Savings

You may syndicate all or part of your patient journey under our ConnexionPoints® brand, which already markets a range of US patient journeys. Syndication offers you very significant cost savings, less project management, and more content. You may carry out custom research within a ConnexionPoints syndicated study and those results are only delivered to you.



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Contact us to schedule an online or in-person meeting to enhance your patient journey experience and get deeper, more meaningful and more actionable results.

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