

# RESEARCH SUCCESS STORY

## RESPIRATORY BRAND UNDERSTANDS UNIQUE DIFFERENCES AND NEEDS OF SPECIALISTS



### Background

Looking to support the combined 5+ million patients suffering from asthma and COPD in the UK, a market leading pharmaceutical manufacturer partnered with Verilogue to explore the true landscape of COPD and asthma care.

### Challenge

The research sought to identify gaps and unmet needs in the asthma and COPD delivery system: what level of care is currently being provided to patients at each point in their treatment journey? What, if anything, is missing? Specifically, Verilogue wanted to:

- Understand the asthma and COPD treatment landscape, through examination of positioning of and communication around treatment options, and analysis of patient reactions
- Determine the conversational barriers and drivers of treatment, both from the patient and healthcare provider perspectives
- Examine the language used to describe asthma and COPD symptoms, treatments, and devices.

### Solution

Verilogue analyzed exam-room conversations between patients and nurses, pulmonologists, and general practitioners, and followed up with telephone interviews with study participants for added context to the dialogue recordings.

### Findings

Verilogue's research revealed that nurses, GPs and pulmonologists, while all driving and maintaining control of the treatment discussion, do so in vastly different ways. The research detailed the different roles and communication techniques that each of the three healthcare provider types employ, with strengths that can be amplified and weaknesses that can be supported by the brand. Importantly, Verilogue pin-pointed patient quality-of-life discussion as the 'treatment trigger' for GP conversations.

### Results

The research findings have had a significant impact on the brand team, who plan to leverage the insights in strategic ways to improve the patient journey as well as improve physician-patient communication. The integral learnings from this project were the differences among HCP groups in terms of their role, priorities and the way of communicating to patients. As a result, the team will tailor support activities depending on the HCP group as their needs and priorities are different.

“The Verilogue research gave me a unique opportunity to be a ‘fly on the wall’ in a HCP/patient consultation, and gain insight into the real world interaction, from the language used, the depth of the medical history taken and the differences in style between the different types of HCP.”

Asthma Brand Manager