

RESEARCH SUCCESS STORY

CARDIOVASCULAR BRAND HELPS PHYSICIANS OVERCOME TREATMENT BARRIERS



Background

An advanced chronic cardiovascular disease treatment brand approached Verilogue to conduct a global market research study in the U.K. and Germany.

Challenge

The brand team looked to leverage dialogue research to understand the communication dynamic between physicians and patients discussing advanced chronic cardiovascular disease during office visits. Specifically, the brand team challenged Verilogue to:

- Evaluate unmet educational needs and opportunities to support patient and physicians in their interaction
- Understand the factors that prompt treatment initiation, including symptom discussion, efficacy evaluation, vital signs, and treatment costs
- Examine patient reaction to treatment recommendations

Solution

Verilogue combined our natural dialogue analysis with follow-up telephone interviews with participating cardiologists and general practitioners in the U.K. and Germany.

Findings

In-office conversations revealed that patients may feel intimidated by the language used by physicians to describe treatment, therefore declining treatment. This insight highlighted the need for educating physicians on a more effective vocabulary to discuss treatment options. The dialogue also uncovered the physician perspective on advanced chronic cardiovascular disease, specifically that many do not consider this advanced form of the disease to be much different from other stages, and are therefore less inclined to present a more advanced treatment.

Results

These key findings were the genesis of a critical reframing of how this advanced chronic cardiovascular condition should be described by physicians to their patients. This fundamental shift was powered by the actual lexicons (common vocabularies) shared by patients and physicians, allowing the team to redevelop strategies and materials used to communicate with and educate physicians to have more effective conversations with their patients.