



Patient Communities

A Case Study About the Realities of this Approach



The Challenges...

How do we recruit?

How do we talk about challenging conditions?

How do we explain the treatment?

Legal and Medical Regulatory

FDA

Project Scope



Understand the patient journey to illuminate patients' experiences and emotions



Discuss interactions with HCPs to address treatment barriers and opportunities



Gather feedback on message copy for the new Treatment X website to ensure understanding and appeal



Uncover perspectives on what is important to patients to drive strategic and tactical content



Evaluate the client informational website to refine its development



Assess patient, caregiver, and naïve reactions to Treatment commercial ad storyboard to ensure resonance



Assess patient and naïve patient media consumption habits to inform advertising targeting



Test "white paper" brochure to refine development of patient communication materials



Discuss treatment to understand barriers



Evaluate creative branding and advertisement to refine patient campaign development



Research Activities



**Chats/
Diaries**



**Surveys/
Polls**



**Image/
Concept
Mark-up**



Discussions



Recruiting



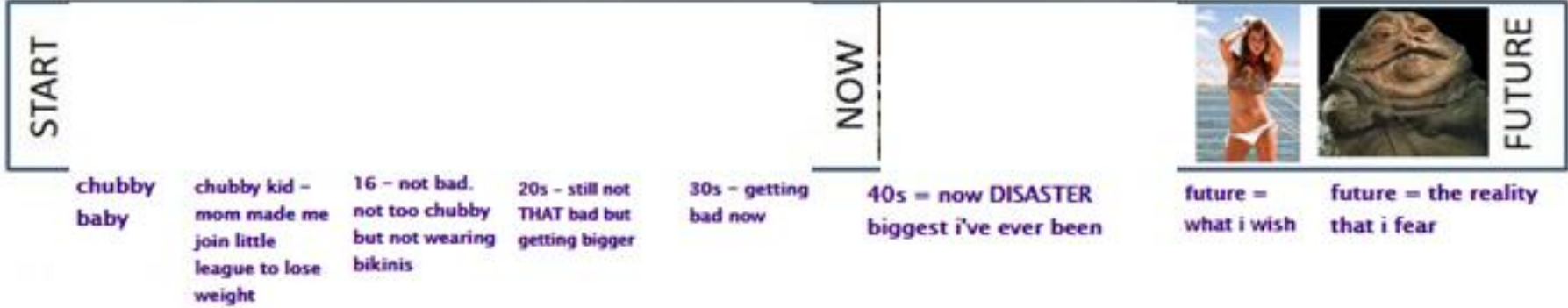


Forming the Group and Beyond



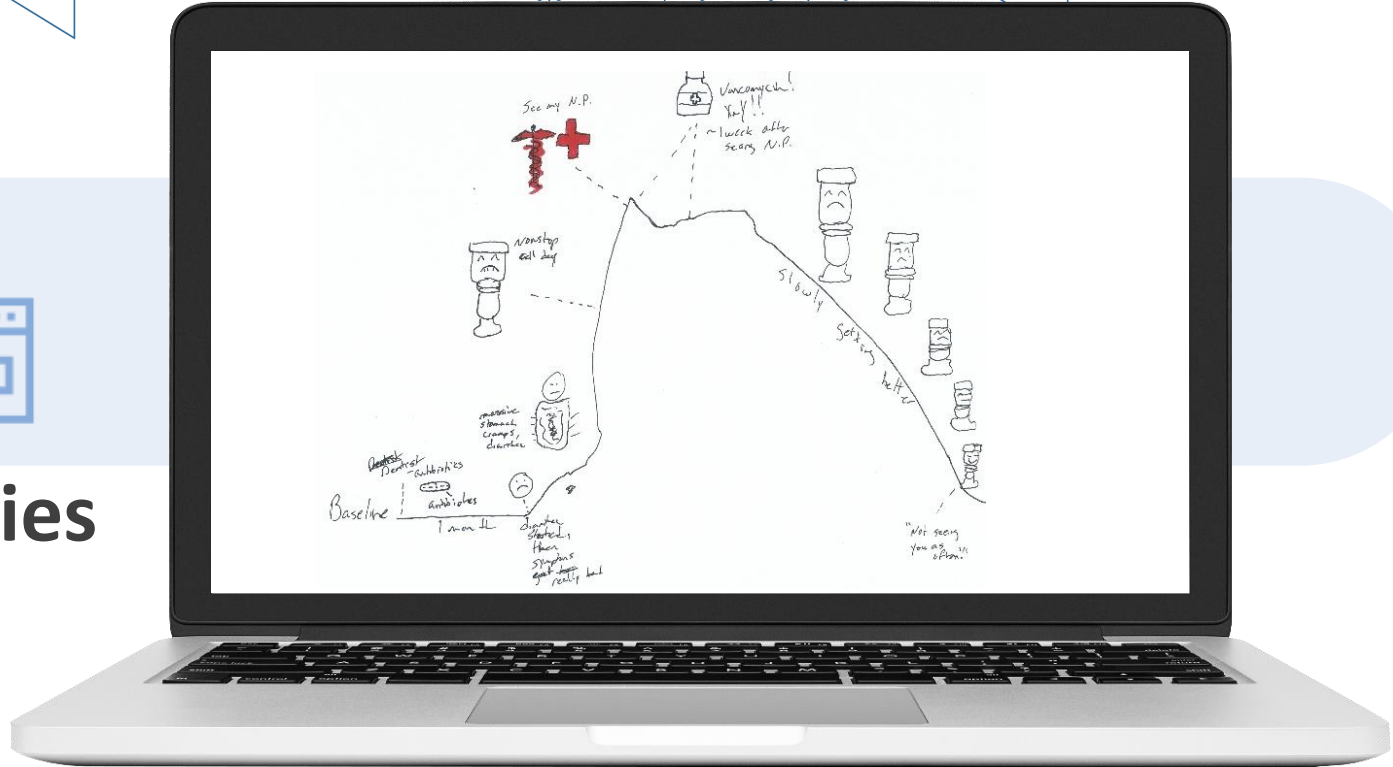
I [participate in this community because I] want to use my voice to help raise awareness about (condition). If had known about (condition) ...then perhaps I wouldn't have had to go through what I went through. By being involved in this community, I hope to be one small voice working with many others to save lives."

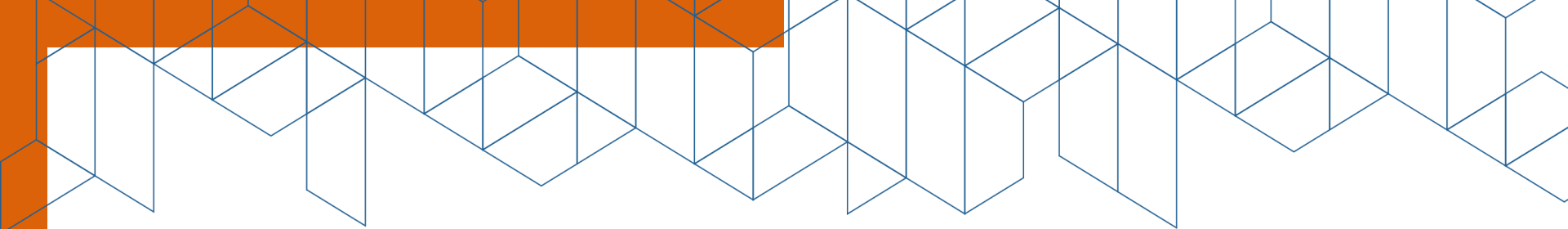
Activities





Activities





Dear Me!

*When you are diagnosed with C. Diff you will feel as if you are dying. You will be **ashamed**, but there is no need for shame. You will be afraid to tell people about your illness because you are **afraid they will shun you**. You will wonder if it is safe for others to be around you due to possible contagion. You will feel like your family is afraid of you...*

Dear Self,

*You are overwhelmed, in pain, confused, embarrassed, and **feeling pretty dirty and gross**. You are about to embark on a journey that is going to test you in many ways – physically, mentally, spiritually. It won't be easy, and you'll have relapses and even be hospitalized with sepsis...*

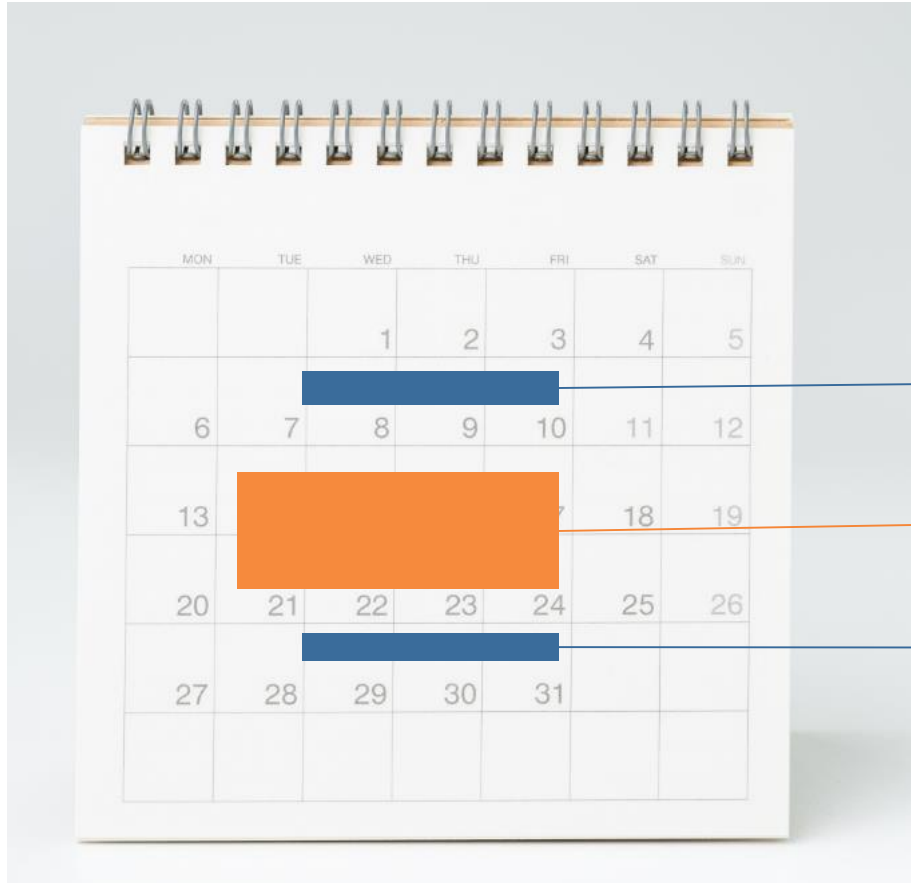


*Scared. I never heard of (diagnosis) and was **scared that something awful would happen to me at the hospital.***



Communication Testing





● WEEK ONE – Concept Introduction

● WEEK TWO-THREE – Agency
refines/medical legal review

● WEEK THREE-FOUR – Consumer
Refinement

Generic White Paper Stimulus | *Information on C. Diff*

Actions to Take After Reading About Treatment X

Talk to your doctor about Treatment X

Search for Treatment X online using a search engine

Visit TreatmentX.com

About C. diff infection

Your gut is home to trillions of organisms—including both good and bad bacteria—that help to keep your microbiome in a healthy state. This is called the **gut microbiome**.

When there is disruption in your gut microbiome, bad bacteria such as *C. difficile*, or *C. diff*, can take over. A *C. diff* infection is very contagious and can lead to serious health problems.

Anyone can be at risk for a C. diff infection. If you have been diagnosed with C. diff infection, you are not alone. About half a million people get *C. diff* infections in the U.S. each year.

A C. diff infection may result in:

- Continued pain and diarrhea
- Extended stays in the hospital
- An extreme, life-threatening medical emergency called sepsis
- Surgery to remove parts of your colon (colectomy)
- Death

If it happens once, it can happen again

Sometimes, even after a *C. diff* infection has been treated, it can come back. This is called recurrence. When the gut microbiome is disrupted and there aren't enough good bacteria, *C. diff* can cause an infection again.

C. diff infection treatment and recurrence

To treat a *C. diff* infection, your doctor will prescribe antibiotics to kill the bacteria that cause infection in your gut. These antibiotics kill the bad bacteria—but they can kill some of the good bacteria too, leaving your microbiome disrupted. In fact, for up to 35% of people, *C. diff* may come back.

You've probably heard of probiotics, which can help maintain a healthy gut microbiome. However, they are not an FDA-approved treatment option for recurrent *C. diff* infection.

Recurrence happens

- **3 out of 10 people** who get a *C. diff* infection have a recurrence
- **6 out of 10 people** who experience a recurrence have another
- **8 out of 10 people** with a recurrence end up in the hospital within a year—sometimes more than once
- **Recurrent C. diff infection can bring worsening diarrhea** and other symptoms or lead to major surgery
- **Up to 30,000** people die of *C. diff* infection each year

When a *C. diff* infection happens again, antibiotics alone cannot restore your microbiome to a healthy state—leaving you vulnerable.

Timetable

1



Agency creates storyboard

2



LMR approves – Tuesday 11/8/22

3



MVR receives the storyboard – Wednesday 11/9/22

4



Team decides we need a voice over – 11-9/22

5



Agency created audio voice over – 11/9/22

6



MVR marries ppt and voice over – 11/10-11/22

7



MVR posts the survey in the community – Tuesday 11/15/22

8



MVR posts the survey to outside sample – 11/15-27/22

9



MVR delivers the report – 12/1/22

Community Topics & Activities

83

UNIQUE ACTIVITIES



46

Discussions



18

Surveys



13

Quick Polls



6

In-Depth Interviews

Understanding the Patient Journey



Journey Mapping

Creative Drawing Exercise

*"Dear me,
Once you're diagnosed with c diff you*

Letter to Self

Creative Writing Activity

Evaluation of Knowledge & Access to Information

Topics Covered

- C. Diff Awareness and Understanding
- Gut Health
- The Microbiome
- Probiotics and Prebiotics
- Treatment Types
- Recurrence

Deep Dive: The Emotional Impact

Emotional Journey Photo Upload



*"Diagnosis:
Confusion. What
is C. diff? How to
get better? What
to eat? How did
I get this?"*

Creative Testing

- Unbranded Website Testing
- White Paper Testing
- Video Campaign Concept Testing
- New Website Message Testing
- :60 Video Storyboard Testing



Thank You!



**COLLEEN
HENNEGAN**

Vice President, Online Community
| E | chennehan@mv-research.com