

# Understanding the Need for Patient Metrics and Insights



The concept of Patient Centricity is becoming a significant strategic focus across all healthcare stakeholders.

In mid-2017, the Commercial Effectiveness Services team surveyed clients on the current and future role of patient-based metrics and insights. Here is what they had to say.

## Who Responded

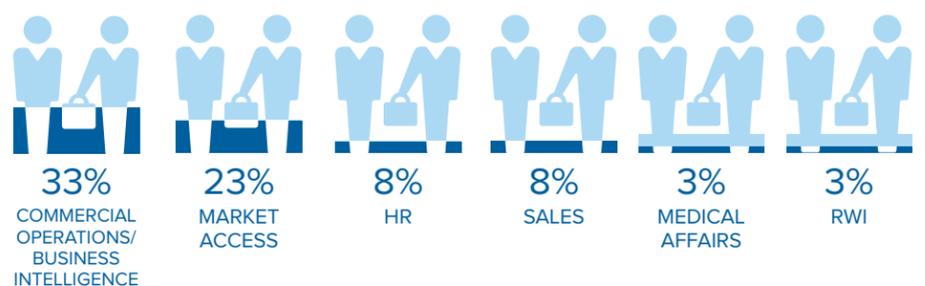


**1/2**  
of respondents have been in the industry 10+ years.



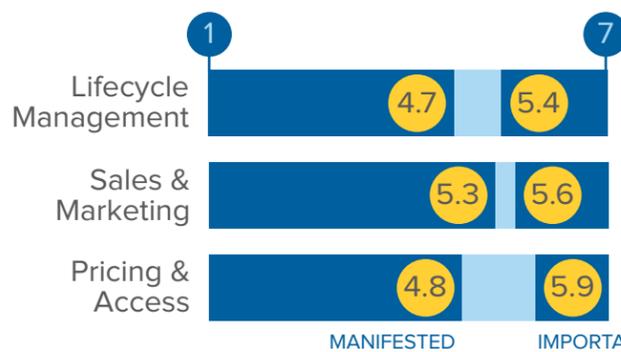
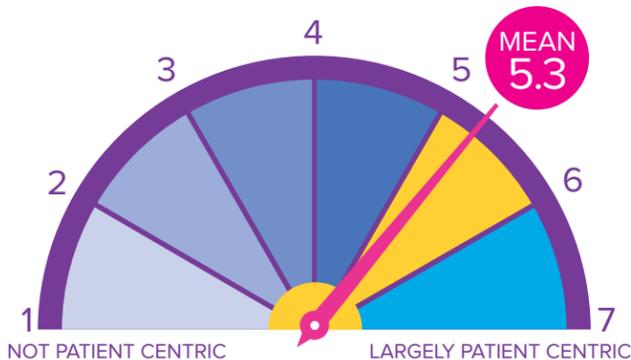
**7/10**  
work at companies that principally provide branded products.

Respondents' main job functions included:



While the most patient-centric organizations have embraced the concept broadly, it is still defined differently across organizations.

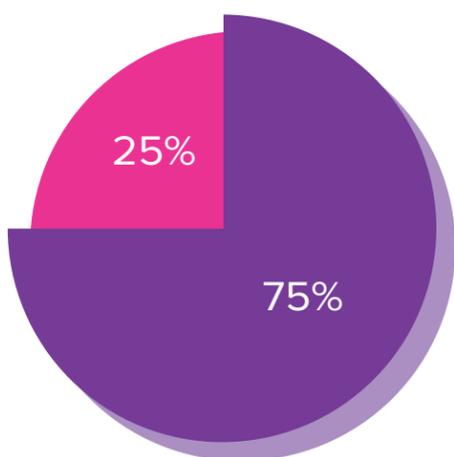
Respondents generally rated their companies as being largely patient-centric, but a small number are still in the early stages.



GAPS EXIST in the rating respondents give the **IMPORTANCE** of Patient Centricity versus the degree to which it is **MANIFESTED**.

## Use of Patient-Level Insights

**75%**  
of respondents use patient-level insights within their organization.



**5** of the most **IMPORTANT** questions that can be answered with patient insights:

1. Can we improve outcomes by improving compliance and adherence to therapy?
2. Are patients receiving the dosages that will yield the best outcomes, as per guidelines?
3. Who are the key physicians treating the patient population who will benefit from my product?
4. Who are the physicians initiating patients on therapy and whom do they influence?
5. How many patients are using my product by indication?

The major **CHALLENGES** companies face in using patient-level data to solve business questions:

- 76% Privacy concerns
- 61% Limited resources
- 52% Inability to link multiple, disparate resources



**85%** believe patient insights will be **MORE IMPORTANT** to answer critical business questions in the future.

To learn more about patient-level insights that can help your organization answer critical business questions, contact your local QuintilesIMS office.