

CREATING EFFECTIVE

HEALTHCARE COMMUNICATION

PART ONE

Ironically, communicating health information simply can be complex and difficult.



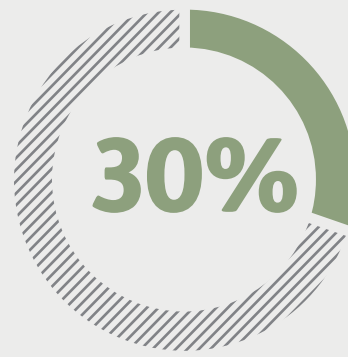
There are many factors to consider – the learning needs of your audience, the communication skills of the person delivering the message and the complexity of the message itself.

The need for effective communication tools is particularly great amongst seriously ill patients who often find it hard to take in the information being given to them.

Clinical trial support programmes



35-94%
of study participants do not understand their informed consent documents.¹

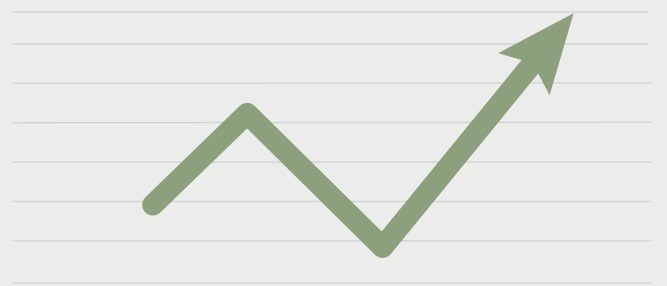


of patients in clinical trials do not take the full dose of the study drug.¹

Clear communication throughout a clinical trial is essential.

Research has shown that few patients understand the importance of adherence and do not realise that missing doses could endanger the lives of millions of people once the drug is approved.

Patient-friendly clinical trial materials can help improve adherence and consequently the accuracy of trial results. They can also increase the number of potential research participants by allowing patients to make informed decisions.



THINK ABOUT YOUR...



Patient recruitment campaigns



Patient Informed Consent Form (ICF) educators or booklets



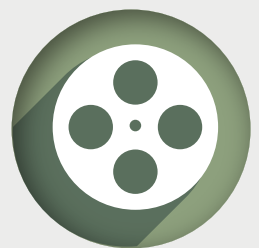
Investigator materials



Study support websites



Patient treatment or study guides



Educational films

CREATING EFFECTIVE

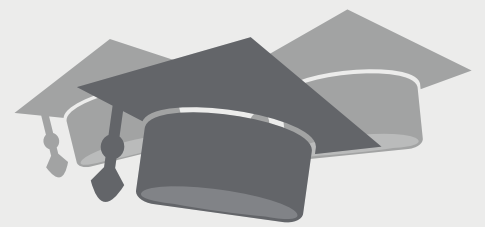
HEALTHCARE COMMUNICATION

PART TWO

Clear concise information is vital to help patients understand and manage their disease, alleviating fears and negative thoughts about their treatment or medical condition.

Materials that use simple design, plain language and appropriate tone not only improve patient experience - but ultimately the performance of your product through enhanced compliance.

Patient Education Programmes



adults may lack the skills needed to manage their health and prevent disease.¹

Patient's whose HCP* communicates poorly have a **19%** higher risk of non-adherence.²



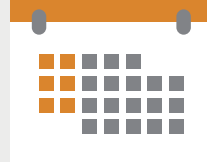


With an abundance of information available through the web and social media, patients are becoming more knowledgeable and increasingly involved in their own healthcare decisions.

The information they are given can be overwhelming and with so many resources available to them, finding a reliable, trustworthy source can be difficult - this means it's really important to make sure they get the correct messages.

Simple, effective materials which avoid jargon and unnecessary acronyms, help ensure your patients understand their diagnosis, the implications of lifestyle choices and the importance of taking their treatments correctly.

By improving health literacy and patient understanding you can have a direct impact on patient outcomes - something we all have a vested interest in.

THINK ABOUT YOUR...

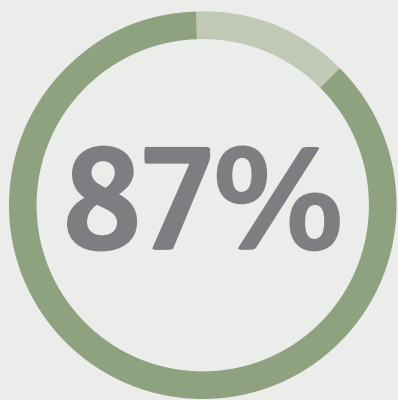
-  Treatment and administration guides
-  Side effect management campaigns
-  Support materials and tools - diaries, calendars, educational videos and adherence tips
-  Educational videos
-  GP and Hospital waiting room campaigns
-  Disease Awareness website and social media campaigns

HEALTHCARE COMMUNICATION

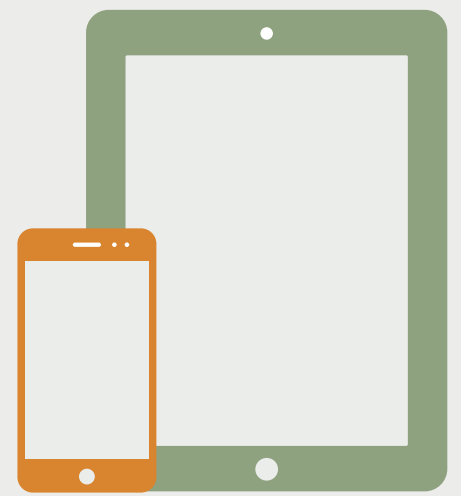
PART THREE

With medicine advancing at a rapid rate, HCPs need to be constantly informed and kept up to date - but with increased workload and not enough hours in the day this can be a challenge for both the HCP and Healthcare Company.

Health Care Professional materials



of HCPs use smartphones or tablets for their practice.¹



An average US Doctor spends **22 hours a week** on the internet and makes **6 online searches a day**, mostly for professional purposes.²

As patients are more informed than ever before, even more pressure is being put on HCPs to keep their medical knowledge up to date. Time is precious and therefore smarter ways to communicate your product messages are needed. Concise, straight to the point, data-driven materials, paper-based or interactive, help HCPs stay connected with their specialism and provide information which they can use at will.

THINK ABOUT YOUR...



Detail aids



E-detailers



Prescriber guides



Patient Alert cards



Dosing cards



Medical infographics/posters

1. Chodor B. Testimony presented to Committee on Energy And Commerce Subcommittee on Communications and Technology hearing on health information technologies. 2013 Mar 19.
2. Manhattan Research - Google Physician Channel Adoption Study 2012

*Health Care Professional