

# The New Reality: The Need to Understand Your Patient



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Patients are becoming more informed about their healthcare choices and are taking a more active role in managing their health. They have begun to demand a greater role in the decisions that affect their well-being. One certain cause of this was the development of the Internet and online healthcare information that has become an empowering tool.

The patient's developing role as a consumer has also brought change to the way they interact with their doctors, making this patient-physician relationship less authoritarian and more collaborative. Consequently, the consumer has a greater opportunity to influence the future of the healthcare industry.

With the healthcare market set to become more consumer-driven, stakeholders in the industry must adjust their marketing strategies and product offerings.

*Sixty-one per cent of patients do not rely solely on doctor's advice.*

Understanding the patients' needs and level of influence is key in today's drug marketing. Prism's online survey, using our patient database, can quickly provide input on a variety of topics to support your needs:

- Do your direct-to-consumer investments reach the target audience?
- What aspects of loyalty programs do arthritic patients require?
- How does allergy product packaging affect compliance or brand loyalty?
- Do patients with diabetes prefer cash discounts or free product as incentives?
- Which creative concept appeals most to your target audience?

With over 80 disease areas in the database, Prism can readily email recruitment offers to your target patients and have responses back the same week. Some of the medical conditions profiled are:

- Bipolar disorder
- Colon cancer
- Eating disorders
- Hepatitis
- Irritable bowel syndrome
- Migraine
- Parkinson's disease
- Gastroesophageal reflux disease

For a complete listing of the medical conditions available and a demonstration of Prism Online survey software, please go to [www.prismresearch.ca](http://www.prismresearch.ca). **CPM**

*Prism Healthcare Intelligence is a pharmaceutical market research company specializing in online surveys and qualitative interviews. For more information about this survey or other Prism capabilities, please contact [pchalkley@prismresearch.ca](mailto:pchalkley@prismresearch.ca) or visit [www.prismresearch.ca](http://www.prismresearch.ca)*