



Case study

Global patient journey in Hodgkin Lymphoma (HL)

Challenge

- Understand the clinical and emotional journey of HL patients, caregivers and HCPs from pre-diagnosis to treatment maintenance in three different markets
- Leverage this new knowledge to achieve competitive advantage by developing differentiated tools and services to support patients, caregivers and HCPs



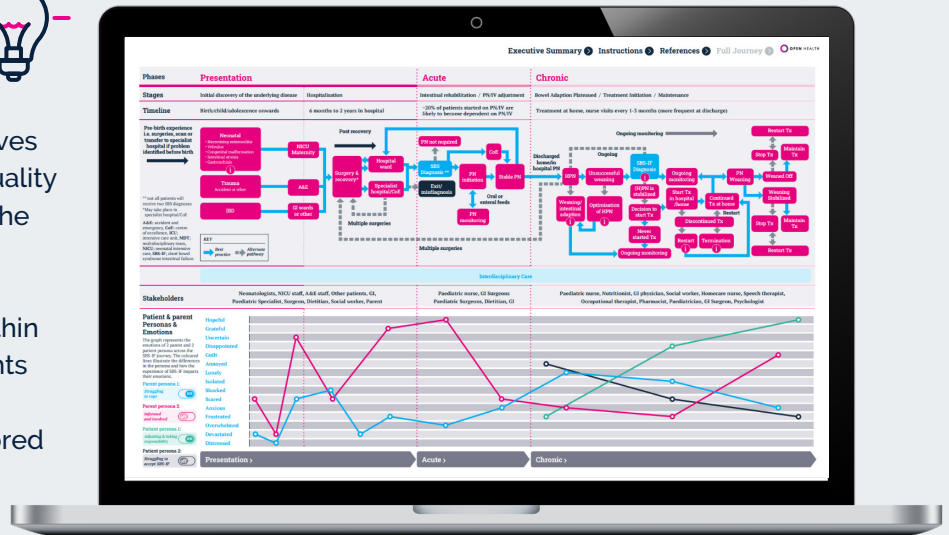
Meaningful outcomes

- The HL patient journeys were used as a strategic business planning tool by the sponsor
- The insights gained enabled our client to identify the key strategic leverage points along the journey and develop highly differentiated tools and services for HCPs, patients and caregivers in HL



Solution

- The final deliverable encompasses a fully interactive PDF map of the HL journey, reflecting multiple user perspectives
- The data also differentiates the duality of experience of HL, highlighting the clinical and emotional dissonance between treatment stakeholders
- In-depth analysis of key points within the journey provides further insights for the development of strategic solutions that are specifically tailored to the stakeholder and market needs at that specific stage of the HL journey



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