



## Case study

# Patient journey in rare disease: Understanding the psychological experience of Myelofibrosis

### Challenge

- Understand the emotional journey of Myelofibrosis patients and key influencers from pre-diagnosis to treatment maintenance
- Analyze the psychological experience and unmet needs of patients with Myelofibrosis to help rationalize and develop tactical solutions to support patients and their caregivers



### Meaningful outcomes

- Innovative patient support solutions were proposed as part of the Multidisciplinary Team (MDT) that worked on this project
- This resulted in the launch of a pan-European Real-World Evidence Patient Engagement Programme, in partnership with OPEN Health, to measure treatment effectiveness over a three-year period



### Solution

- The final deliverable includes a fully interactive PDF map of the Myelofibrosis journey, identifying key clinical touchpoints and strategic leverage points
- In-depth analysis of key points within the journey provides further insights for the development of strategic solutions and tactical interventions that could be specifically tailored to each stakeholder and specific journey stage in order to improve support for patients, caregivers and HCPs in Myelofibrosis



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