

Case History: Creating a short / long term patient engagement plan

Wound Care

Challenge

The UK affiliate of a global wound care company wanted a short and long term Patient Engagement plan to support its marketing efforts and a forthcoming NICE submission. This plan needed to include a definition of patient engagement as it applied to the UK wound care market place and the wide range of internal stakeholders. In addition, it had to align with existing patient outreach activities across its broad portfolio as well as compliance requirements. The client requested that the workshop be split in a 50% workshop and 50% University lecture style.

Solution

A pragmatic approach was developed during which the four key stakeholder representatives were interviewed – Marketing, Clinical, Sales and Market Access to identify the current understanding of patient engagement within the wider team of 25 members. A pre-workshop survey was undertaken and a word cloud of the different views of patient engagement created. Workshop delegates were asked to identify and allocate patient activities in which they were currently involved according to three criteria: support, empowerment (capacity building) and advocacy. They were then asked to see where these aligned with the different views on patient engagement already created. A GAP analysis showed existing activities focus on the communications element of patient engagement; patient advocacy and patient outcomes needed to be addressed in a future plan. A working definition of patient engagement was then created and existing initiatives prioritised.

Results

A short-term Patient Engagement plan to support the NICE submission including (i) a process to identify and validate patient advocates (ii) a centre / nurse recruitment process for an outcomes measure study was created. A long-term engagement plan was produced with a draft definition of patient engagement and a landscape mapping exercise linked to wound care and the national health economy.

- 60% respondents said workshop achieved short-term objectives of supporting NICE submission; 40% said that the workshop somewhat achieved the objective.
- 80% respondents said workshop achieved the long-term objective of a long-term Patient Engagement plan; 20% said the workshop somewhat achieved the objective.
- 60% respondents said they learnt valuable new ideas / topics; 20% reported somewhat and 20% reported they did not learn any new ideas.