

Beyond the pill patient engagement Patient Behavioral Tool (PBT)

CHALLENGE

Empower patients and optimize their experience in both clinical and commercial settings by tailoring patient-facing content to their activation level.

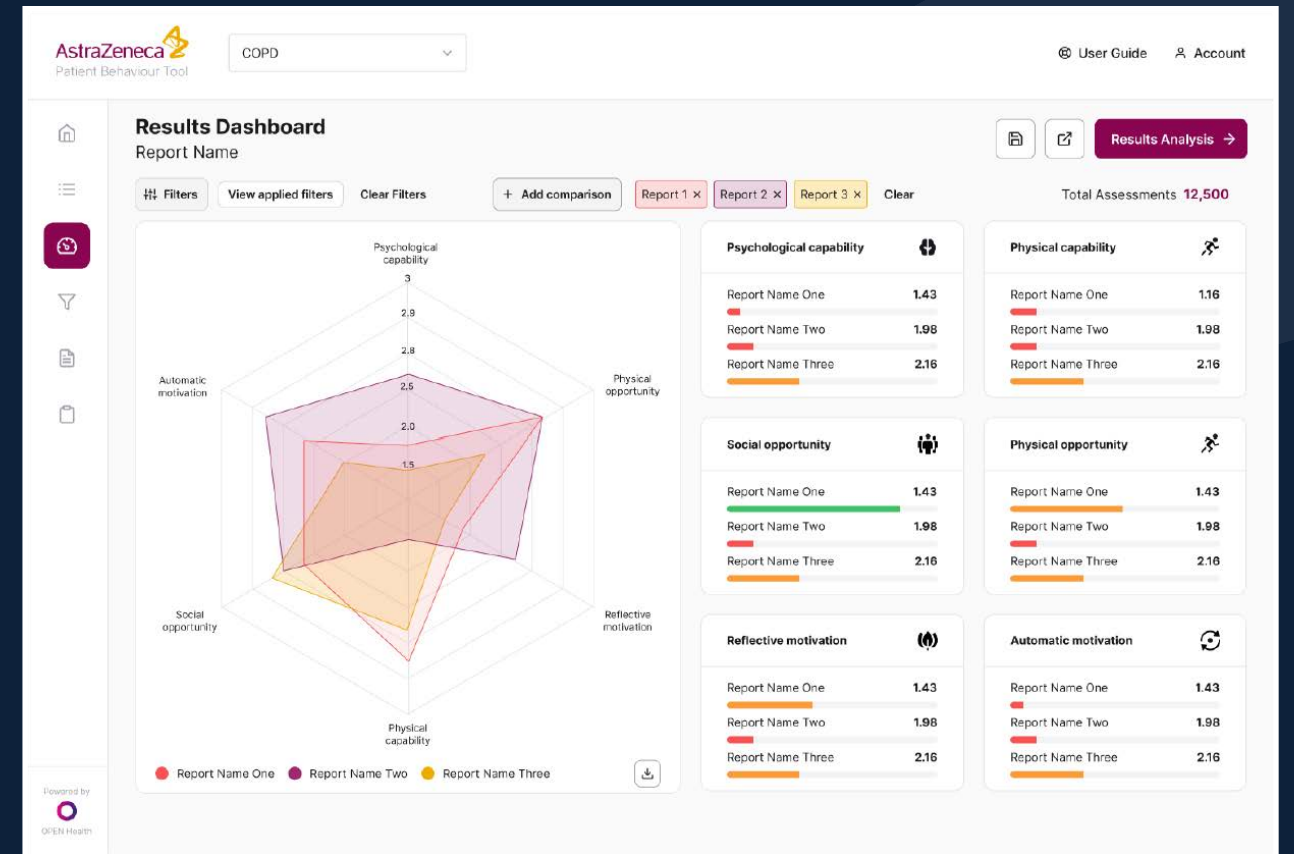
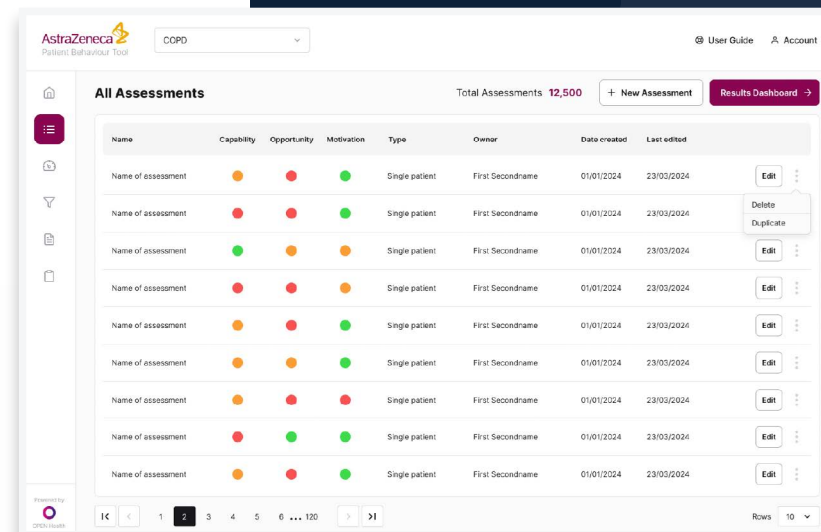
Enhance an existing framework that categorized patients' empowerment along a three-stage continuum but lacked functionality to plot patients along the framework and ensure patient content was correctly targeted and adjusted to the audience.

APPROACH

- Developed the **Patient Behavioral Tool (PBT)** to:
 - provide a disease-specific summary of behavioral attributes (traits) to plot patients along the empowerment framework using 20 validated behavioral models.
 - recommend targeted behavior change techniques to increase empowerment, enabling patients to become self-advocates in their disease and treatment journeys.

OUTCOME

- The development and dissemination of truly targeted patient content, driving the empowerment of patient groups in both clinical and commercial settings.
- Increased patient empowerment is linked to improved health outcomes for patients.
- Enabled the client to implement a personalized, “beyond the pill” patient engagement strategy, fostering stronger patient relationships and better care experiences.

All Assessments Total Assessments 12,500 + New Assessment Results Dashboard →

Name	Capability	Opportunity	Motivation	Type	Owner	Date created	Last edited	
Name of assessment	●	●	●	Single patient	First Secondname	01/01/2024	23/03/2024	Edit
Name of assessment	●	●	●	Single patient	First Secondname	01/01/2024	23/03/2024	Delete Duplicate
Name of assessment	●	●	●	Single patient	First Secondname	01/01/2024	23/03/2024	Edit
Name of assessment	●	●	●	Single patient	First Secondname	01/01/2024	23/03/2024	Edit
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