

FJORD TRENDS

«CANCER PATIENT ISSUE» INTERVIEW

VIDEO TRANSCRIPT

00:11 – 00:38

Moderator

Welcome, everybody. We're here today with the authors of the experience report «Cancer patient issue» to talk about new perspectives of cancer patients, oncology in an ever more digitized world and what biopharma companies can do about it. I'm going to start today with you, Hartmut. Lay it out for me. The experience report «Oncologist issue» was focused on how to empower, of course, oncologists with human centered services. This new report now looks at patients.

00:39 – 00:57

Hartmut Heinrich

Exactly. In this report we illustrate, where future experiences of cancer patients are going and what biopharma companies can do, to adapt their systems, structure and maybe also their business model to improve patients lives.

00:58 – 01:03

Moderator

Christoph, how do you typically tackle and identify such a sensitive topic as the cancer patient's journey?

01:04 – 01:27

Christoph Loeffler

We talk to roughly 1200 patients, primarily in the US, UK and Germany, and it is a combination between the quantitative approaches, that helped us prioritize some of the hypotheses to hone in on certain topics and then qualitative methods, a variety of qualitative methods, a lot of one-to-one interviews.

01:28 – 01:50

Dr. André Dahinden

What I'm quite striking is, when we looked at the 1200 patients between 18 and 50 years old, 90% of them claim to be digitally native. And digital native refers to actually what will I do under pressure. Where will I go and look for information, were I willing to receive information. So, the fact of having this high percentage of digitally savvy people, humans, actually creates huge opportunities.

01:51 – 01:54

Moderator

Now, Hartmut, if we come back to the findings of the study...

01:55 – 02:44

Hartmut Heinrich

There were four recurring challenges which we found, that cut across this episode, Christoph just described. And one of them is, patients want better information. They struggle to get the right information, reliable information, right? They go on Google if they have a suspicion and then they get really nervous. Second, they want to own more their own journey, so they want to be better involved in their own treatment. And then we saw, they also struggled with organizational hassles. So, for example, getting to a treatment, they need support. And finally, they also need more holistic care, so more mental health, mental support.

02:45 – 02:52

Moderator

What are these findings in, gentlemen, mean



for the biopharma companies? So, what is your takeaway? What is next for the biopharma industry?

02:53 – 03:15

Christoph Loeffler

There are a lot of resources out there. There are even in the past few years as an explosion of interesting companies, innovative startups, doing interesting things. A bigger role for biopharma companies will be likely one of an orchestrator of those experiences for the patient. A very intelligent orchestration of existing services, resources out there.

03:16 – 03:28

Dr. André Dahinden

And it's probably about being smart, where you're legitimate to play, where do you play alone? Where do you partner, where do you synergize to help the entire ecosystem? It's not a trivial one, but it's a one which can create a lot of value.

03:29 – 03:33

Moderator

How do you see that playing out specifically, Hartmut?

03:34 – 03:47

Hartmut Heinrich

Digitization brings a kind of democratization, and this was a cultural transformation in most companies. So they need to work across the silos to enable those services.

03:48 – 03:53

Moderator

So we're talking a lot about all this digitization, right? And platforms, etc. What does that look like, Andre?

03:54 – 04:25

Dr. André Dahinden

What we could think of, for example, are integrated, customer driven platforms. You know, think about oncology ecosystems, which bring together patients, health care providers, out of service partners, where you can imagine it's almost a bit like of a marketplace, which everybody contributes and extracts value. I

think, examples of that we see in consumer goods, but this is far more serious. This is serious. It is about lifes, about hopes, about fears. So taking the similar approach, why not replicate it? There's huge value for all the participants and ultimately for patients in it.

04:26 – 04:28

Moderator

What are the implications, though, for the biopharma companies?

04:29 – 04:40

Christoph Loeffler

The big question for biopharma companies is really, what role do they want to play in this going forward and what role do they need to play also in this going forward, thinking outside of the current box.

04:41 – 04:52

Moderator

It sounds like a good takeaway to me, right? Looking at different ways to in fact, value your company. Speaking of which, as we wrap up today, what are some other takeaways that you would like to leave our audience with.

04:53 – 05:11

Christoph Loeffler

Consider the opportunity out there, really hearing the voice of the patients and their needs. And think about building less individually and partnering more in the ecosystem.

05:12 – 05:22

Dr. André Dahinden

You know, today you are a provider. Tomorrow you might be a carer and one day you might be a patient. And if we look at it from that lens, we have a much more holistic approach to the entire discussion.

05:23 – 05:27

Moderator

All right. Perfect. So very easy to get to. All right. Thank you so much, gentlemen, for your



insights and for your time today.

05:28 – 05:30

Hartmut Heinrich

Thanks so much.

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