



evoked mind+matter 

What Does “Influencer” Really Mean?

Creating a Blueprint of Patient
Collaboration



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*What is a patient
influencer really?*

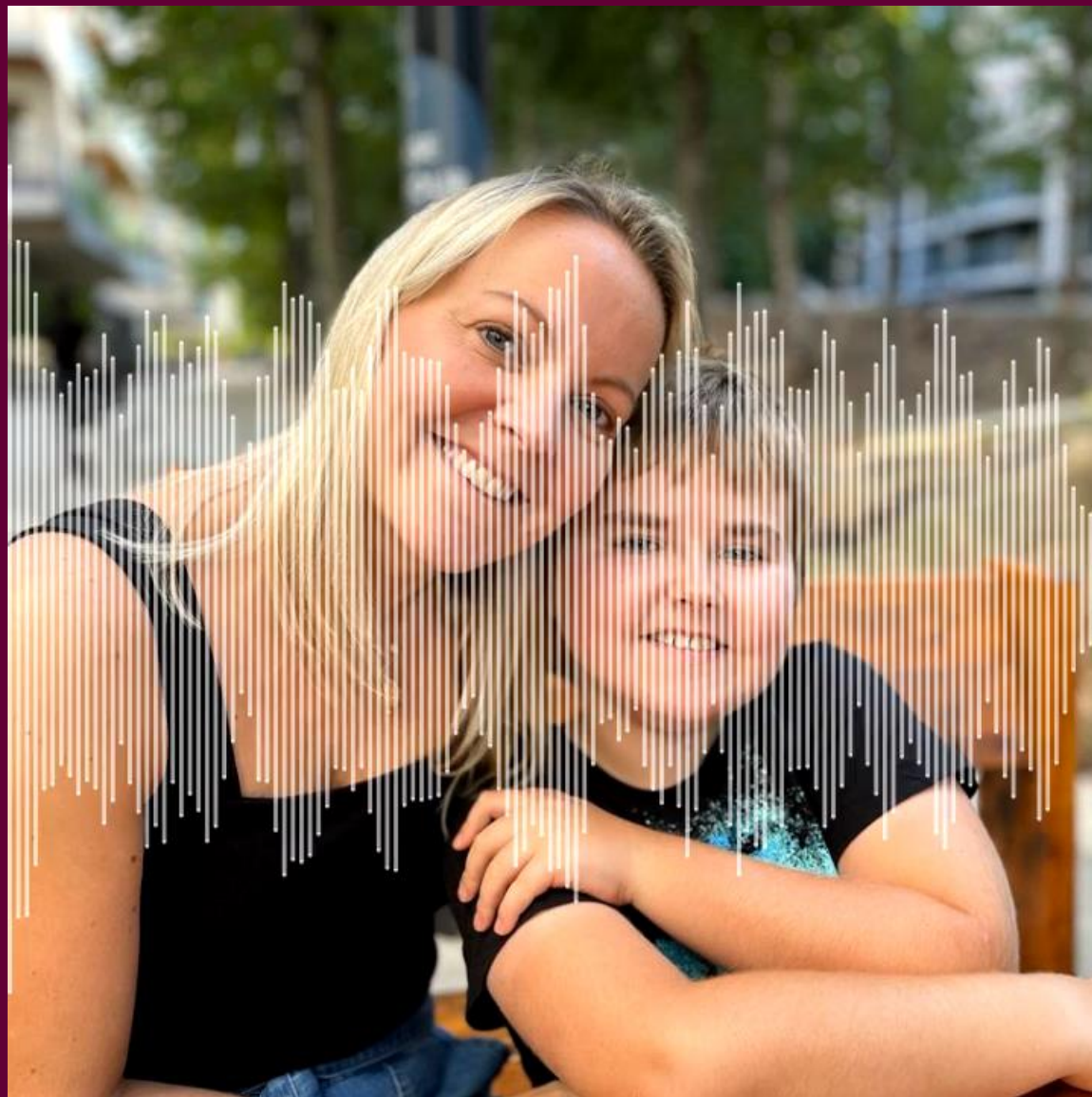
*What does it
mean for us?*



What is a patient influencer?

A patient influencer is a proactive, informed, and authentic individual who harnesses their **personal health journey** and digital prowess to inspire, educate, and empower others facing similar health challenges.





Fact: the patient influencer is more important than ever before. Here's why.

Question: Can you afford not to work with patient influencers?

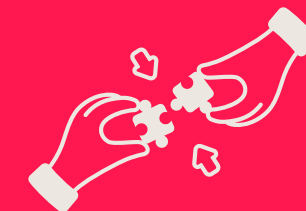
EXPANDED REACH



GREATER INFLUENCE



BETTER COLLABORATIONS



PROFESSIONALISM



IMPROVED GUIDANCE



Who are the patient influencers? Sometimes Big & Bold.



Katie Couric

 1.6 million followers



Tia Mowry

 8.1 million followers



Jameela Jamil

 1 million followers



Molly Burke

 800k followers

Superstars of **reach**

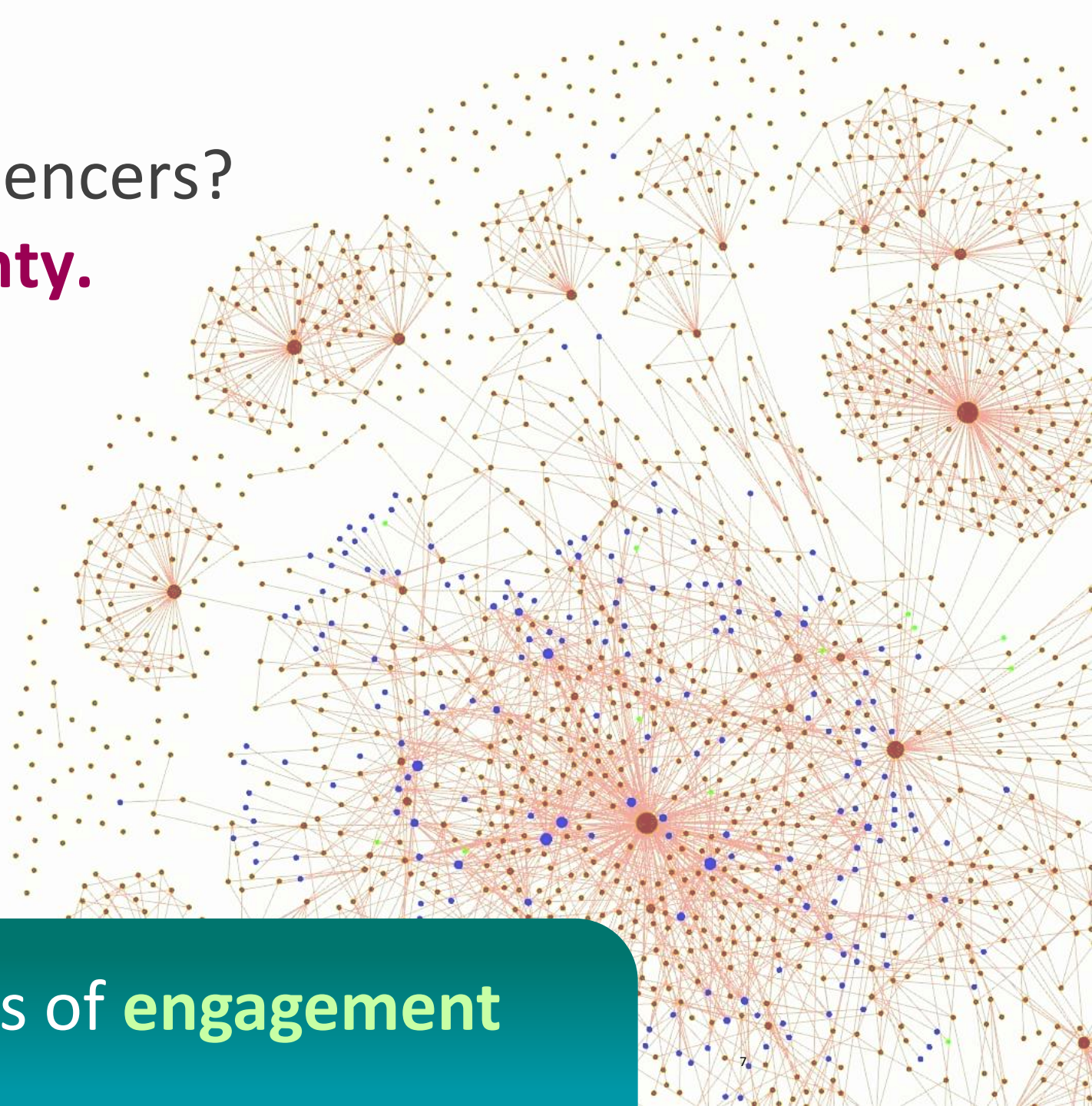


Who are the patient influencers? **Sometimes Small & Mighty.**

For every **macro patient influencer** there are many more **micro patient influencers** with just as much insight and value to be had.

Research says you are **10x more likely to get engagement with micro influencers** due to **closer connections to followers and perceived credibility.**

Superstars of **engagement**



Ultimately, patient influencers have impact in the following areas:

Shape the conversation

89% of patients said they watch what patient influencers are discussing.¹



Drive patient action

When medical information is shared, 92% are likely to talk to their physician about it.¹



Improved outcomes

Increased reach, trust and credibility. Better awareness and education.



1. <https://globalforum.diaglobal.org/issue/june-2021/changing-landscape-the-role-of-patient-influencers-in-the-healthcare-ecosystem/>

Let's imagine a patient influencer blueprint across the drug lifecycle



CLINIC TRIALS



PRE-LAUNCH



ESTABLISHED
BRAND



What roles can the patient influencer play at the **clinical trial** stage?



Patient influencer as a clinical trial partner

- Ensuring clinical trial are **designed optimally for eligibility**
- **Building awareness of trails and driving enrolment** through patient social networks

Where they can play a role

Clinical trial design & optimisation

- Use of Crowdsourcing for Cancer Clinical Trial Development¹

Awareness & Enrolment

- Social media-delivered sexual health intervention: a cluster randomized controlled trial²



1. <https://academic.oup.com/jnci/article/106/10/dju258/931467>
2. <https://pubmed.ncbi.nlm.nih.gov/23079168/>

What roles can the patient influencer play at the **pre-launch** stage?



Patient influencer as a partner pre-launch

- **Authenticity and trustworthiness** to pre-launch activity
- **Disease understanding through experience** area and have an understanding of diverse patient perspectives
- **Understanding of the challenges** and knows what other patients actually want

Where they can play a role

Develop a compelling patient proposition

- 44% of newly launched drugs missed expectations as the product did not offer compelling proposition to patients & physicians. “Clinical superiority does not always guarantee success”.¹



1. <https://academic.oup.com/jnci/article/106/10/dju258/931467>
2. <https://pubmed.ncbi.nlm.nih.gov/23079168/>

What roles can the patient influencer play in **established brands**?



Patient influencer as a partner with established brands?

- **Building long term credibility** through **real world perspectives**
- **Providing patient advocacy** voicing ongoing needs and concerns to help shape marketing activities
- **Build powerful communities** to drive discussion and change in health

Where they can play a role

Building trust in a brand or product

- 85% of patients trust a pharmaceutical brand or advert if promoted by a patient influencer¹



1. <https://academic.oup.com/jnci/article/106/10/dju258/931467>
2. <https://pubmed.ncbi.nlm.nih.gov/23079168/>

Tory health minister Matt Hancock ignores Scottish Government's invite to help save ill baby's life

Express & Star

Dudley mother continuing to fight for treatment for her daughter's rare muscular disease



Haris Khan: crunch meeting over drug parents say could save baby's life



Express & Star

Landmark decision for schoolgirl with rare condition
Delight for Heidi as drug is NHS approved



NHS England to fund treatment for children with muscle-wasting condition

The mother of a seven-year-old boy with spinal muscular atrophy has said a new drug could transform his life.



Time running out for boy, 3, who needs wonder drug or will lose ability to walk

Aadi Wilson, from Leicestershire suffers from rare condition SMA Type 2, and a 'wonder drug' is not available because of its high cost

Mail Online

Act now or babies will DIE: Charities beg firm behind a 'miracle £450,000 drug' for crippling genetic condition to work with NHS to make it available

At last the SMA community has the answer it has been asking for since NICE started its appraisal almost 17 months ago.

Our thanks to NICE, NHS England and Biogen for this great news and to all the SMA community who worked so hard on this journey. This clinical evidence was there; our voices were finally heard.



Building your blueprint...

- Identify the right people and groups
- Ensure diverse and true representation – don't focus on one narrative!
- Bring together your internal regulatory and compliance team
- Establish the relationships early and make them long lasting
- Foster open communication and trust
- Be consistent with your support and communication
- Encourage ongoing collaboration and feedback
- Recognise and celebrate contributions



What we want you to do next...

01

Challenge yourself,
your team and
your organisation

02

Make a plan – for
the short and
long-term

03

Feel
confident and
prepared

04

Measure,
reflect and
refine

05

Go build
those
relationships!



Any questions?



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