Designing **experiences** to support **change**

Experientia **Health Unit**

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Experientia
who we are and
what we value

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Health capabilities

Our Health Unit is at the forefront of patient-centered user experience design and innovation.

Our methods explore the cultural constraints and hidden aspirations of patients, their families, their circle of care and target customers by designing solutions based on advanced behavioral models.

We design the interactions, services and experiences of value for you and your customers based on qualitative research, following a behavioral sciences approach.

Service design reinvents the way companies bring value to their potential customer by analyzing the journey in the phases "before", "during" and "after" an existing service, understanding the experience from their perspective and identifying tangible and intangible opportunities for innovation or modeling of a new service.

Our methods are tailored to improving health, caregiving and the well-being of people, patients and healthcare professionals: we partner with you to drive innovation in your company.

Some of the healthcare challenges we have helped our clients solve include:

- Rethinking health and wellness public services to meet the needs of an aging population
- Developing digital solutions to support care delivery of healthcare professionals through co-design and iterative prototyping
- Helping organizations build innovation capabilities in order to stay competitive
- Understanding the applications and values from a patient's perspective
- Developing a concept for digital transformation of internal systems and processes to meet employees' needs
- Provide customer profiles based on real life evidence
- Increase sales effectiveness by better understanding different customer group needs

Value proposition

Innovating experiences, creating tangible values.

Our innovation enabling methods bring qualitative insights from the real world to complement the research and activities carried out by your organization with the aim of developing a better integrated care model and fostering informed decision-making.

Our core areas of expertise

Research and assessment
· Market landscaping
· Market research in context
· Medical anthropology and ethnography
· Patient preference models (qualitative and quantitative)
· Usability testing of digital devices and solutions

Analysis and strategy
· Design thinking
· Behavioral modeling
· Business strategy assessment and validation
· Behavioral economics
· Policy development

Experience and participatory design
· Data and information architecture
· Interaction and UX design (user experience design)
· Visual design
· Service design
· Early and advanced prototyping (low-fi and high-fi)

41%

of products failure is due to customers unmet needs or lack of desire.

Vanessa Balouzet-Uchanski
Head of Innovation Acceleration Team at Nestlé

Research and assessment

Medical anthropology to gather
and analyze meaningful data

Medical anthropology is an observational, **narrative-focused science**, a subfield of cultural anthropology. It elaborates theories on how the body, health and disease are defined, built, negotiated and lived in a continuous and **dynamic process**. Medical anthropology considers historical transformation, and the variability of **cultural**, **social** and **political contexts**.

Medical anthropology studies how the **health** of individuals and communities are **affected** by **interrelationships** between **humans**, **institutions** and other agents like **technology**. Medical anthropology aims at deepening the understanding and explaining the factors influencing health and well-being, the experience of illness, healing processes, the prevention and treatment of sickness and the social relations of therapy management.

Looking at the narrative to understand the illness
Illness narratives (Kleinmann, 1977) are the way individuals imagine and represent the malaise, giving their illness a communicative form, with the final aim of communicating what is actually happening to their body.

Ethnography: the research method
In order to study human behaviors, interrelationships and communication within a given cultural context on a specific topic of interest, the anthropologist conducts extensive ethnographic research in the field using different techniques such as semi-structured interviews and participatory observation helped by various tools (photography, video and audio recording, diaries, etc.).

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Medical anthropologists focus on issues such as
· Social organization of clinical interactions
· Cultural and historical conditions shaping medical practices and policies
· Use and interpretation of pharmaceuticals and biotechnologies
· Healing processes
· Perceptions of risk, vulnerability and responsibility for illness and healthcare
· Risk and protective dimensions of human behavior, cultural norms and social institutions

Medical anthropologists are typically involved in challenges such as
· Stereotypes around AIDS
· Self-image issues in breast cancer
· Taboo around womens' periods in given countries
· Quality of life perception for terminally-ill patients
· Defining the different meanings of words used by physicians, patients and nurses to foster better communication within the circle of care

Analysis and strategy

Building behavioral models to understand people better

We are seeing a convergent **pressure** from stakeholders to expand the role and solutions provided by **biopharma** companies. Beyond just improving a person's health condition, consumers now expect pharmaceutical products and services to demonstrate clear **improvement** to **quality of life**. This requires biopharma companies to have a better understanding of users behavior and needs.

The essence of our **behavioral profiling** lies in recognizing peoples values, goals and expectations. At the same time, we are well aware that in typical daily life there are barriers, obstacles, mistakes, decision-making limitations and biases. Our individual bounded rationality, makes the achievement of desired behaviors difficult.

Through **behavioral models**, built on an extensive ethnographic and user centric research, Experientia will be able to help your company **understand your customers** better; leading analysis with insight creation on customer behaviors, habits, and cultural nuances. These insights can then be translated into better **designed solutions**, identifying innovative opportunities or shaping directions for behavioral changes.

The approach **Experientia** takes relies on solid **behavioral science** expertise to address behavioral and cultural constraints and to foster stable behavioral changes and therefore **evolutionary patterns** that improve people's life styles.

Behavioral models in design practice

Behavioral models come from an analysis of recurring patterns in people's behaviors and traits in a given context, clustering them into themes, common interactions, pain points and unfulfilled areas, and identifying key decision-making moments and behaviors.

Behavioral economics

We use findings from the intersection of economics and psychology to understand and actively shape the decision-making process of patients, doctors and other stakeholders. Methods include literature research and formal modeling, strategy development, choice architecture, and the design of targeted interventions and experiments.

Behavioral modeling

The foundation of behavioral modeling lies in behaviorioral sciences, in particular in the cognitive theories of bounded rationality (i.e. humans are not perfect decision makers) and in decision making under uncertainty (i.e. human cognition is biased; our decision behaviors are framed by heuristics aimed at reducing uncertainty and the potential of loss).

Experience and participatory design

Design services that address the underlying problems and facilitate people's behavioral transformation

In order to build **meaningful solutions** we believe that what companies offer needs to be grounded on real context and tailored to **people's behaviors**, expectations and aspirations to bring **real value** to the market.

Service Design directs innovation from a customer's perspective in order to offer them simple, functional and **pleasant experiences**.

We can do this with you through the use of tools such as **journey maps** that help identify the gaps (pain points) in the journey and the diff erent touchpoints, which are points of contact with the service that may be physical (the people they meet) or digital (eg. applications or other types of digital interfaces).

Journey maps together with other service design tools (built on specific context of reference) make it possible to **identify areas of innovation** that guide the definition of service design concepts.

Our **participatory design** process engages users and various stakeholders throughout all stages from the research phase to design, prototyping and testing of the service and its touchpoints. This approach forms the basis for a solid, well-informed strategy, and guides the future **innovation of the company**.

Design principles

Design principles propose empathic, people centric frameworks for developing service solutions. They are based on research insights and frame high level patient expectations for service offerings such as companion apps, patient engagement toolkits etc.

Participatory design

Participatory design techniques are at the heart of design thinking processes in Experientia. We engage you and your collaborators in joint sessions to shape your ideas.

We can use creative thinking in the highly regulated biopharma industry to address your typical challenges.

Participatory design techniques can be used to:
· Generate ideas
· Define opportunities
· Map priorities
· Define service roadmaps
· Create convergence

Goals we can help you achieve

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76%

of patients think pharmaceutical companies have a responsibility to provide information and services that complement the products they sell.

Survey by Coleman Parkes Research, 2013

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At Experientia, we help companies who turn to us to look ahead and overcome the challenges they face.
We have illustrated some of them in this chapter:

- **Develop value added, beyond-the-pill service**
- **Build your brand by becoming patient-centric**
- **Open-up new horizons**

Develop value added, beyond-the-pill services

Biopharma companies are evolving towards a more holistic, patient centric ideology to meet the increasing demands within the industry.

This includes considering the individuals involved in the patient circle of care and truly understanding these real life perspectives and that of the patient.

Experientia, through a user-centered approach, can partner with biopharma companies to co-design services that can make a difference to all stakeholders in healthcare.

Different areas in healthcare may benefit from this approach such as customer services which can be designed to improve the physician's ability to understand the patient's condition and mental modes as well as to improve quality of life from a patient's point of view.

In addition, we are able to help biopharma companies develop a more holistic view and approach to define valued and perceived benefits, in order to demonstrate the relevance of beyond-the pill services to stakeholders. Our user-centered research methods enable the right qualitative data gathering and synthesis ensuring appropriate parameters are taken into consideration in quantitative assessments.

Linked services and methodology

In field research
We are experts in contextualized information gathering, by conducting research following an ethnographic approach with tools such as observations, cultural probes and in-depth interviews with users and stakeholders.

Behavioral modeling
In order to synthesize research outcomes we use high standard user-centered methods and models to represent observed behaviors such as insights, behavioral archetypes (persona models) and journey maps.

Journey mapping
From the results of our in-depth modeling research, which highlights key moments and pain points from a user's point of view, we will map the journey and uncover opportunities. This is followed by an ideation stage where we co-design the right products and services to solve the challenges at hand and define paths for potential innovative journeys.

Amgen

Amgen approached us to find a solution to help improve the quality of life of terminally ill patients in a specific disease area, where they had developed a prototype of an at-home digital tool to help patients manage side effects more effectively. We conducted field research to explore this challenge with real patients in their current life settings, within a predefined geographic area to assess the potential need of a digital solution and the value of various features.

As an outcome, we delivered a report which uncovered insights into the patients' everyday life, the most valuable features (existing or missing), allowing us to provide our design recommendations to the client. The findings of our report helped the client to make the best informed decision of what solution to pursue.

Build your brand by becoming patient-centric

Biopharma companies understand how increasingly important it is becoming to conduct their R&D activities adopting a patient centric view in order to deliver solutions to the public which are needed.

Adopting a patient centric approach provides a differentiating factor in a clinical program.

Experientia supports companies in their development by building patient-centric competencies within the organization, through co-development of personalized design thinking methodologies and materials, dedicated to specific objectives and adapted to the values, needs and business imperatives of each company.

These collaterals can help disseminate the desired knowledge and content internally and communicate efficiently throughout the organization.

Linked services and methodology

Tailor-made design thinking methodology and tools
We design and deliver processes and tools which can provide solutions for internal organizational challenges. Our highly interactive workshops, stakeholder involvement techniques, innovation team set-ups and co-design methods help educate and disseminate new competences as well as foster cross-department collaboration.

User experience design
UX Design synthesizes usability, accessibility and interaction parameters and rules into a specific product or service starting from the users' point of view, in order to identify their concrete needs and to fulfill their expectations: it is basically the process of creating products that are able to provide relevant experiences to users.

Biopharma company (client confidential)

In order to help this international company disseminate, streamline and standardize their internal processes around journey mapping in a specific disease area across their affiliate locations, we have tailor-made a methodology and a toolbox based on design thinking principles.

The development of this personalized toolkit enables various teams to work independently and in a contextualized manner yet guided, to discover areas of improvement, new service opportunities and ensure a valuable and consistent outcome. Moreover, the physicality of this type of tool is important to gain momentum internally around patient-centricity and raise awareness around those new patient mapping processes.

Open-up new horizons

Organizations of all sizes are striving to innovate their approach in terms of how they operate internally and how they interact externally with their customers.

Certain unconscious mental biases are likely to exist and dampen innovative thinking in the long term due to modified perceptions.

Having extensive experience in providing innovative solutions to organizations in various sectors we see part of our role as external consultants to share these experiences acquired in other fields and provide inspiration and proven examples to pass on to our clients. We work with your organization to implement solutions smoothly and thoroughly.

Moreover, our work in information architecture provides new ways to look at data. This improved content visualization unlocks new opportunities and enables efficient ways to store, browse and share content, for example, via interactive platforms.

Linked services and methodology

Market landscaping
Our market reports provide analyzes in benchmarking, competitor information, trends and best practices enabling comparison, inspiration and providing development directions. Based on desk research and using strategic thinking, our reports build a strong base for designing supportive products and service concepts but can also be used as stand alone strategic documents for internal purposes.

Information architecture
Information architecture is a discipline which concentrates on organizing, structuring, and labeling content in a way that is easy to navigate. It can be applied to website structures, apps or any interactive content as well as databases, platforms or any other communication materials.
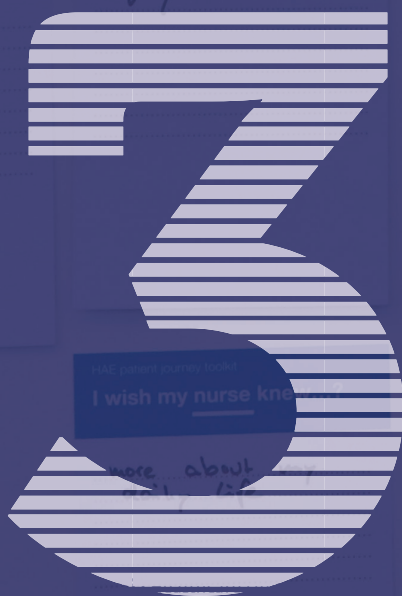
Netflix

In order to provide Netflix designer's team inspiration for creativity, we were requested to conduct an extensive desk research to find upcoming trends in the entertainment industry and around first online interactions. Our multi-ethnic team and vast network of researchers were able to conduct research in different languages covering various geographic areas and synthesizing insights into possible design directions.

Having worked in these different fields enabled our team to apply their knowledge gathered from previous experiences to develop new and innovative solutions. Synthesizing content in a systematic and smart way will help identify future trends and is what makes a market or best practices report insightful and useful.

Working together

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Key services at a glance

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Usability testing
Usability is the extent to which a product or a service can be intuitively used; this is the reason why user testing is an important phase of UX design in order to refine the interactions between a product and its designated addressees.

Our support services in the drug development process

Within Pharma there are multiple challenges faced by organizations of various sizes, both internally and externally.

Considering the phases of drug development and beyond, as well as all the support functions our methodologies and analyses may:

- Support decision making for a more robust and patient centered Clinical Development Program by deepening the understanding of a given disease area early in the program.

- Provide complimentary, qualitative patient centered data that can support clinical data sets for regulatory filings.

- Support launch preparation and post launch activities as the brand evolves throughout its lifecycle.

- Help define and design targeted patient support programs and services.

Research and innovation projects

Experientia plays an active role and is committed to working with publicly funded research initiatives.

This type of collaboration enables us to continuously develop our knowledge and expertise in this burgeoning area of healthcare.

At the European level, we are active and interested in research and innovation frameworks focusing on innovation of health care services, well-being and personalized medicine, such as Horizon 2020 (Work Program on Health, Demographic Change & Well-being) and the Innovative Medicine Initiative (IMI).

Team's expertise

Experientia is built on its variety and blend of inhouse talents. Valuing a multidisciplinary approach, our teams rely on 4 types of personalities:

Subject matter-experts
Healthcare specialists drive our healthcare strategy bringing in years of experience from within the industry.

Business strategists and behavioral economists
Piloting our market and desk research as well as providing strategic insight, they help us design solutions along with matching markets and company imperatives.

Social science specialists
Medical anthropologists supported by user researchers with backgrounds in psychology or sociology help us understand the people we are designing for.

Designers
Service designers, information architects, interaction and visual designers, prototypers and usability specialists bring their knowledge together to solve complex problems and design solutions with impact.

A collaborative attitude

At Experientia we value participatory methods and a multidisciplinary approach. We apply this vision also to ourselves and to our processes.

Our work shapes part of the complex ecosystem of the human community and we collaborate with our partners in healthcare to drive innovation.

In order to deliver turnkey projects and solutions to our clients we typically work with IT solution developers and other specialized companies in the healthcare industry.

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