

Trinity TREK: Integrated Patient Journey Research at Trinity Partners

To understand your drug, you must understand your patient. A simple enough statement, but we at Trinity recognize how hard it is to truly understand your patients, where they have come from, what they have been through: in short, their patient journey.

How did your patient get where they are today? When did their symptoms first start? What were they? Who first diagnosed him or her? Who treated them, and with what therapies? Has their condition worsened, improved, or stabilized?

Having a clear grasp of the patient's typical journey can open the door to understanding your therapy and its opportunity in the marketplace. Patients and other stakeholders can describe their experiences in their own words: what they perceive as gaps in the currently available treatments, and what they think the value proposition of your drug might be. These insights can be critical to identify the opportunities your product might enjoy. Yet too often, manufacturers rely on just point-in-time patient research, without tracing the full arc or the totality of the patient's experience. As a result, drug makers may find themselves playing catch-up with their market as they try to figure out how to best position their product in a competitive marketplace, what value messages would best resonate, and how to keep patients engaged and adherent over the long run.

At Trinity, we know how challenging it can be to capture the complexities of a patient's journey. What treatment worked, why, and for how long? Why might the patient have discontinued that therapy? Or, looking back further, did the patient struggle to get an appropriate diagnosis, circling through physician after physician while suffering from their disease?

To examine the journey from multiple lenses, we have developed a unique and holistic approach. We call it **Trinity TREK**, and we use it to generate industry-best insights that combine the full power of our specialist core capabilities, seamlessly integrated with our General Consulting group:



Trinity TREK is a holistic, data-driven research and consulting approach that describes, characterizes, and identifies key leverage points within markets.

Structuring a Patient Journey Project

On our engagements, we work closely with our clients to understand exactly what it is that they are looking for, so we appropriately scope and shape the project. Typical questions we ask include:

- **Who** is the ultimate audience for this research?
- What **decisions** will be driven based on this research?
- Which **patient types** are you most interested in?
- How much **quantification** do you need, versus more of a qualitative understanding?
- Which **points of view** are you most interested in – just the Patient? Caregivers? Physicians? Payers?

Depending on our client’s responses, we custom-craft a project design. It might include all the elements of our Trinity TRek toolbox, or it might include a subset of the elements; we fully flex our offerings depending on our client’s needs.

“Trinity’s patient journey work is second-to-none. They do it all, across Data and Research. They helped us figure out what our biggest opportunities were and where our product would fit – not just the ‘so what’, but also the leverage points, the ‘now what’. The depth and breadth of Trinity’s analysis allows me to put my utmost faith in their insights.”

-- Pharma Client

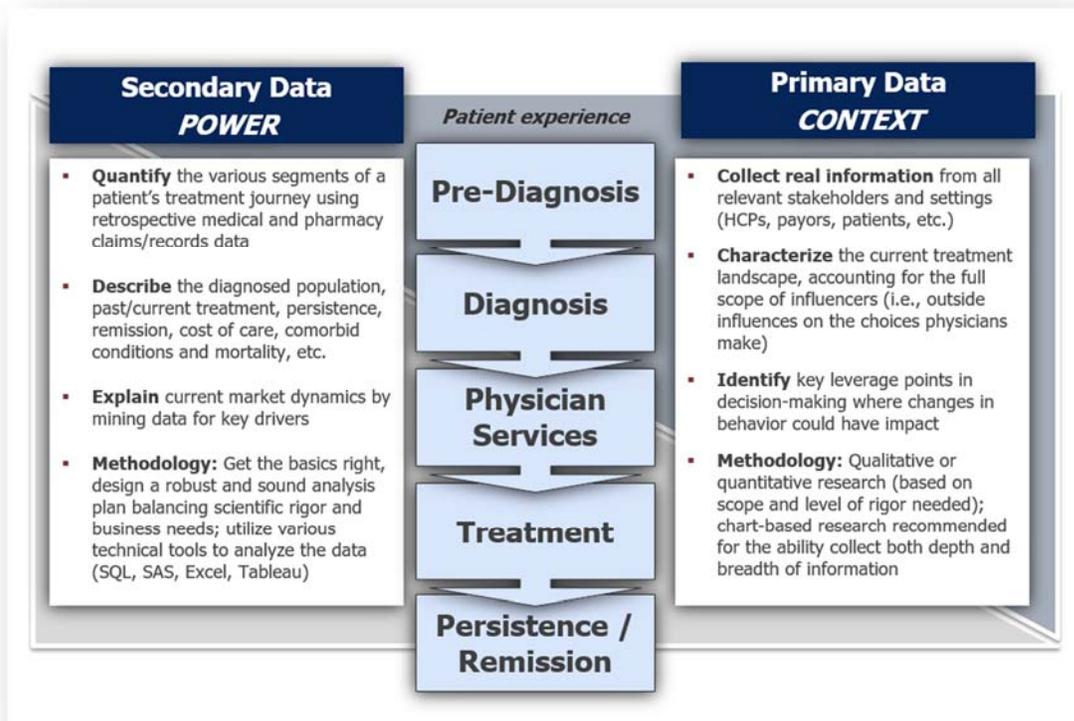
Our Unique Approach

TRek is a great example of how we at Trinity deliver value by taking an **integrated approach** to our engagements, utilizing our specialist teams to lend deep strategic insights that can only come from a comprehensive understanding of the market. Many research firms offer Patient Journey projects in their suite of services. But when you look at their work, you might find that they take a single-stakeholder perspective, or can address the ‘what’ or the ‘why’, but typically not both. The outcome: limited ability to impact and drive important strategic decisions about the brand.

Here is a side-by-side look at the advantages of the Trinity approach:



Why do we value Claims Data when we conduct a Patient journey project? In short, we have found that it gives us tremendous insights into current prescribing habits, robust intelligence on how markets are shifting and the true size of the potential opportunity for our clients. Below we describe how we leverage the power of Secondary and Primary Research to fully detail the patient experience.



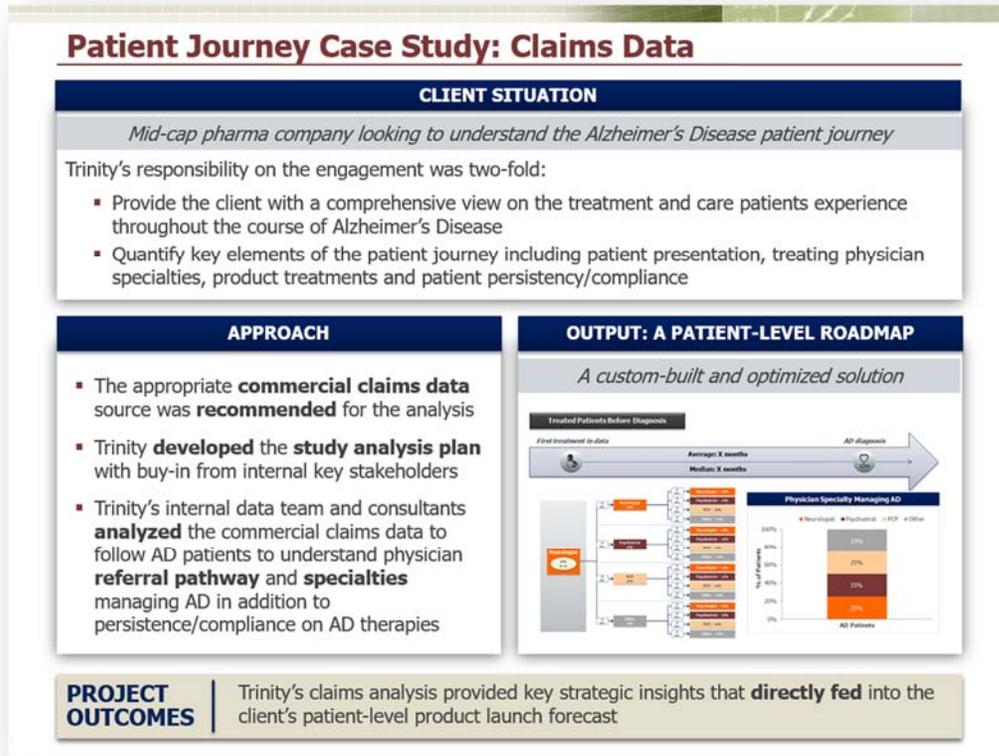
By combining the power of secondary data with sensitivity and context from multi-stakeholder primary market research, Trinity's overall approach ensures a truly **integrated deliverable** that fully conveys the nuances of the marketplace, and strategic conclusions that are have a robust, traceable rationale behind them. This lets us paint a **complete picture** of the patient journey, capturing all facets of the patient experience, as well as insights from **all** stakeholders – including physicians, nurses, patients and caregivers, payers, advocacy groups, and more – and delivering actionable recommendations based on those learnings.

"I've completed dozens of Patient Journey projects in my career. What I really like about Trinity TRek is that it provides insights into therapy usage retrospectively via claims data, and then adds the power of prospectively understanding what will happen in the future, and why, using market research. That total package is what gives the client the full picture they need and the reason they come to us as a one-stop solution."

– Aparna Deshpande, Principal

Case Study

Here is an example of some recent work we have conducted, to give you a flavor of our approach:



In Closing ...

We at Trinity pride ourselves on being true strategic partners to our clients, and helping *them* succeed... and that philosophy is central to our Patient Journey offerings. Our deep industry knowledge and our multidisciplinary patient research expertise have been helping our clients succeed for 20 years now, and we are not planning to slow down anytime soon. If you are planning to do patient journey research, or if you have questions about integrating primary and secondary research with strategic insights, please give us a call. We will be happy to speak with you and brainstorm a few ideas. Feel free to reach any one of us listed below.

Leslie Sandberg Orne, Senior Partner, lorne@trinitypartners.com
 Todd Foster, Director of Advanced Analytics, tfoster@trinitypartners.com
 Aparna Deshpande, Partner, adeshpande@trinitypartners.com