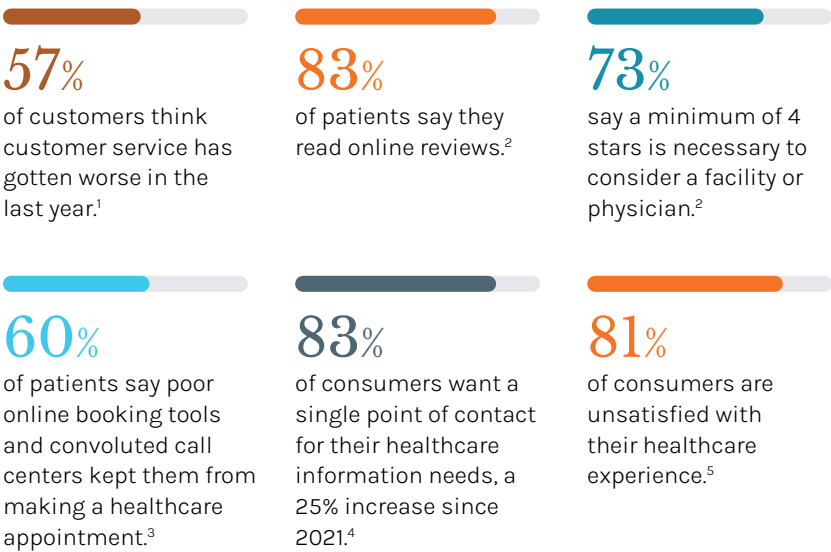


Patients as Consumers

Seeking both quality and value, today’s patients are active, empowered consumers, shopping for healthcare as they do hospitality, travel, or e-commerce transactions. Healthcare consumerism has re-framed the life sciences industry with patients less forgiving of poor service and inconvenient treatment. Biopharma companies that transform their patient programs into shared partnerships have an opportunity to differentiate their products and gain market advantage.

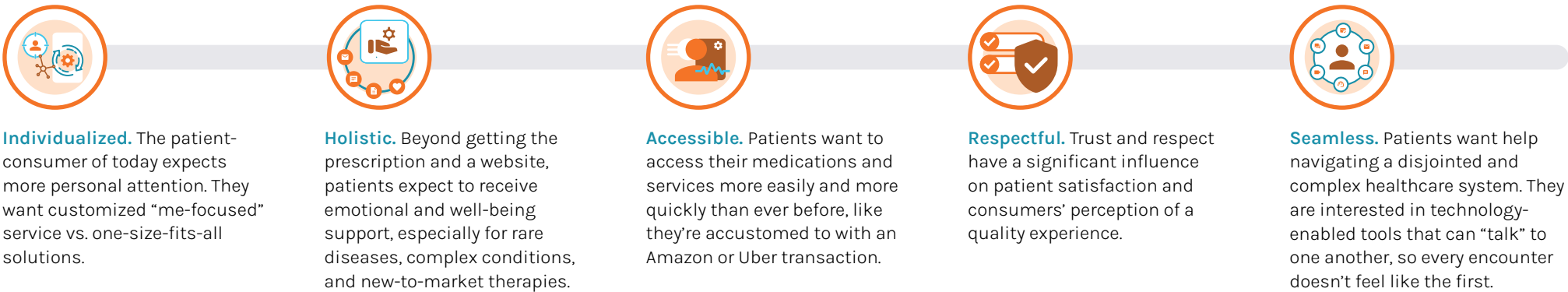
Consumerism in 2024

Across industries, the gap between what companies provide and what customers expect keeps widening.

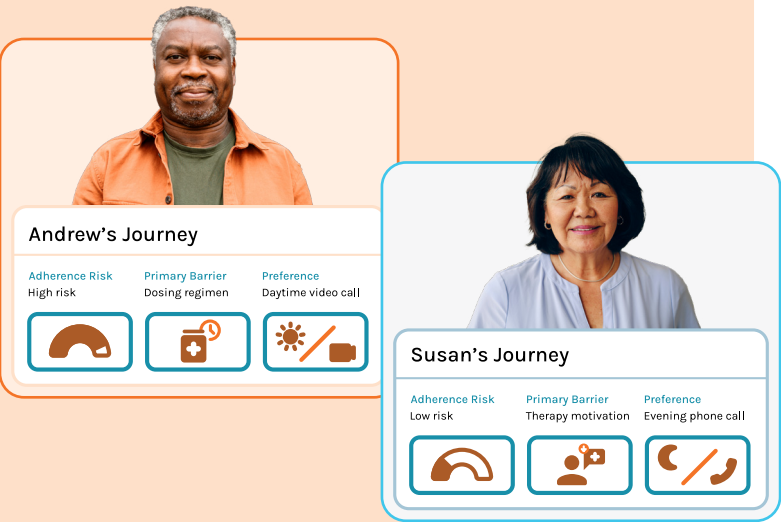


What Patients Want

Healthcare patient-consumers want support that is:



How the Pharma Industry Can Deliver to Healthcare Consumers



1. Forrester. 2. Hubspot. 3. Patient Engagement HIT. 4. Huron. 5. Invoca.