

Supporting the launch of a new dermatology treatment

Situation

A **top 10 pharma client** requested support in understanding the **evolving dermatology landscape** in the NHS ahead of a **new product launch**.

Following the Covid-19 pandemic, the **NHS faced numerous challenges** including workforce issues, backlogs and financial pressures. Resources for many services including those for psoriasis have been diverted to acute needs, creating challenges.

Our client wanted to **understand these challenges** and support with **developing solutions** that would **improve the standard and access to care** for psoriasis patients.



Our Approach

Provided a **comprehensive overview of the current treatment landscape** through an in-depth interactive State of the Nation Disease Insight Report (DIR) in the context of the **new integrated NHS system**.

Analysed HES data to **identify inequalities in access to care** and treatment for psoriasis patients to provide guidance where services can be developed to **improve healthcare equity**.

Recruited an expert group of KOLs to **map out the current pathway**, challenges and barriers and formulate a more optimal pathway for people with psoriasis, looking at the **value new interventions can bring**.

Ran an above-brand email **marketing campaign** of developed materials including infographics, **delivering key messages directly to relevant stakeholders** and decision makers.



Outcomes

Endorsement of the optimal integrated care pathway by the **Primary Care Dermatology Society**.

Targeted recommendations for NHS system leaders to optimise the psoriasis pathway for **better patient care**.

Increased awareness of the challenges and potential solutions in the psoriasis patient pathway among stakeholders and decision-makers.



Outputs

An in-depth **Disease Insight Report** provided a baseline knowledge-building report that underpinned all key materials.

Infographics detailing key messages of the DIR.

Integrated care pathway for psoriasis.

Multi-dimensional **value proposition** report.

Video interview content with dermatology KOLs.

