

# Complicating is easy, simplifying is difficult: The personalized patient experience



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**TJ Sharpe**  
Patient

**Katie Sugarman**  
SVP Clinical Development  
Strategy  
Genmab

**Daniel McNamara**  
Head of Patient Services,  
North America  
Kyowa Kirin

**Nirmit Kumar**  
Senior Global Medical Affairs  
Leader, Breast Cancer Dx,  
OBU Medical  
AstraZeneca

**Kevin O'Connell**  
Executive Director, Business  
Development  
PharmaForceIQ

## Key Takeaways

Start with patient needs: "Be like Amazon, be obsessed," says Kumar, advocating a patient-first approach to development.

Leverage technology: "Make it easier for physicians to understand our messages," noted O'Connell, emphasizing cohesive cross-channel communication.

Invest in patient support: "It's our obligation to support patients," emphasized McNamara, especially for rare diseases where patients often feel abandoned.

Consider health literacy: "Think about what patients need," Kumar explained, noting many health websites use incomprehensible language.

Create human connections: "A hybrid approach with tailored information and human connection is important," said Sugarman, highlighting peer support value.

### Tailored communication and support systems prove critical for patient outcomes

In an increasingly complex healthcare landscape, pharmaceutical companies face the challenge of delivering personalized patient experiences that cut through information overload and address individual needs. Industry leaders from Genmab, Kyowa Kirin, AstraZeneca, and Pharma Force IQ recently shared insights on creating simplified yet effective patient engagement strategies.

### Leveraging AI for Personalized Patient Communication

The timing of patient communications is critical, particularly following diagnosis when patients are most vulnerable and seeking information. Katie Sugarman, SVP Clinical Development Strategy at Genmab, emphasized the importance of understanding individual patient needs: "We need to tailor information to meet the needs of the individual where they are at that time with their family members, their care providers, their care partners."

Genmab has implemented an insights-based



digital platform called GenSites that integrates information from various channels, including patient advisory councils. This helps "the company better understand unmet needs and patient experiences.

Kevin O'Connell from Pharma Force IQ highlighted how technology can help deliver timely information: "When that specific moment of diagnosis is happening, where we truly really do need that information... we need to cut through the clutter and get the information that they need so that they can have the best possible conversations with their healthcare prescribers."

Dan McNamara, Head of Patient Services North America at Kyowa Kirin, noted that support shouldn't end after initial diagnosis: "There's a lot of activity that happens at the very beginning, and then it kind of... you're thrown out there to the wolves. It's our obligation as an organization that has these products available for patients to actually invest and support them."

### Effective Patient Segmentation for Targeted Education

Understanding the diversity of patient populations is essential for creating accessible educational materials. Nimit Kumar, Senior Global Medical Affairs Leader at AstraZeneca, cited research showing that "19 million people have the literacy level below high school reading level. Out of that, 60% of those go online to look more for diagnoses and treatments."

Kumar advocated for an Amazon-like approach: "Before Amazon even starts putting up a product together, they write a PR for the

customer and then they work backwards from there. And that's how we need to be thinking about this. What does the patient need? And then work backwards obsessively from there."

Katie Sugarman shared her experience as both a physician and the mother of a child with a complex rare genetic condition: "I was deer in the headlights when we got that diagnosis... and I'm a physician and I was completely overwhelmed." She emphasized the value of peer support, noting that "one of the most important sources of support and information for me was another mom that had gone there before me."

### Making Medical Information Accessible

The panel highlighted the need to simplify complex medical information. Sugarman recalled walking through a clinical trial with a

friend who had metastatic cancer: "You are given a bag with a whole bunch of educational materials... and that bag goes home with that patient and sits in the corner of their dining room or living room because it's completely overwhelming and people shut down."

She advocated for digital consent forms and educational materials that patients can navigate at their own pace, noting that "from an omnichannel perspective, right? I'm thinking about this patient who just got diagnosed and, you know, the time between diagnosis and their actual meeting with their doctor could be a week."

McNamara emphasized the importance of organizational mindset: "You hire people that actually think that if you're doing right by the patient, you're doing right by the organization. And so all the other things kind of fall in line."



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