



Are You Tapping the True Value of Your Patient Journey?

All too often, patient journeys are mapped with a single dimension in mind—what is the patient’s behavior from their first exposure to the drug or disease, to their ongoing use, loyalty, and potential advocacy for the brand? This “functional” approach captures what/when/how/where the patients are doing and who they’re talking to in the process. It’s a critical first step in the mapping

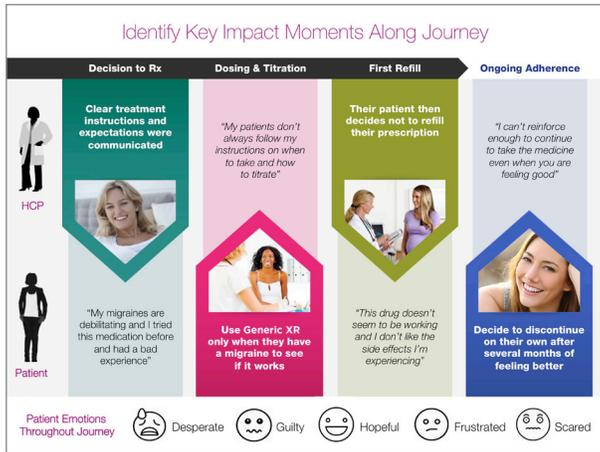
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process but, without the “why” behind all of this

behavior, it’s impossible to gain a true understanding of the customer experience (CX) that drives their decision making.

If our goal is to change patient behaviors, our patient journey maps must also identify not only the attitudes that drive these patient behaviors, but also the emotional drivers/connections associated with every functional step in their journeys. Do your patient journey maps identify what patients think about their doctors—do they respect them? Care about what they say? Plan to follow their directions?

Contact David Zaritsky at dzaritsky@PulseCX.com if you’d like to see some CX case studies that are relevant to you and your team, and provide an interesting perspective on what other companies are doing in customer experience (CX) marketing.



Behavioral science allows us to identify and overlay these emotional barriers/drivers to Rx initiation and ongoing use and, through the integration of a functional and emotional understanding of the customer experience (CX) and journey, identify how best to weave the brand into the patient journey and position ourselves as a partner in the progress of the patients' success. We deliver these relevant experiences at the key "Impact Moments" where we can make the greatest impact on behavioral change (think of Impact

Moments as the customer pain points where you have an opportunity to enhance the brand value proposition and directly influence its use and ongoing satisfaction).

Only when you've identified these Impact Moments can you truly create experiences that will fully engage your target audience and drive measurable behavioral change. If your current patient journey maps don't clearly define these Impact Moments, here are 5 important considerations to ensure you're creating the optimal customer experience (CX) and journey to prompt behavior change:

1

PERFORM A CX AUDIT // While most brands have a thorough understanding of "what" occurs as each stakeholder proceeds through the brand journey, insights around the "why" behind each stakeholder's behavior are often missing. The CX Audit identifies key customer insights and translates them into actionable opportunities for the brand to create customer experiences that are relevant and differentiating. The Audit is performed through brand discovery, deep dive into customer insights, assessment of market insights, and review of existing research, brand plans, and marcomm assets.

2

REDEFINE CUSTOMER JOURNEY MAPS // The Customer Experience (CX) Journey Map highlights the functional and emotional needs of the key stakeholders and reveals the nature of their interactions with others. It empowers you to understand each stakeholder's journey and distill their needs, motivations, and behaviors so that stakeholder personas can be developed that summarize customer needs and pain points across the journey. Understanding these specific needs and pain points will then enable you to define the key Moments of Impact for all stakeholders across the journey and map the commonality of their experiences and needs.

3

DEFINE THE IDEAL CX // Creating the ideal CX involves identifying how best to engage patients at diagnosis, determining what additional support they need during the Rx approval process, and ensuring that they optimize the full potential of treatment. The ideal CX will motivate the desired behavior change across key targets/segments and ladder back to communication goals and opportunities to:

- Deliver a coordinated and enhanced CX
- Improve customer reach and engagement
- Reinforce a consistent message
- Increase message frequency and share of voice
- Enable “push-and-pull” interactions across multiple channels
- Increase impact and efficiency of all communications

4

CREATE A STRATEGIC BRAND MAP // The Strategic Brand Map is designed to translate the CX Audit and Journey Map into strategies and communication objectives specific to opportunities with the highest likelihood of success, efficiency, and optimization. It articulates the marketing communication strategy by defining the business, marketing, and marcomm objectives, key issues, and strategic imperatives that inform all recommendations.

5

ESTABLISH METRICS FOR OPTIMIZATION // In addition to defining the key performance indicators (KPIs) that ladder back to your brand objectives, it’s critical to understand the metrics of behavior change that allow you to assess and optimize your CX marketing activities. CX metrics help you understand what’s working (and what’s not working) at each Impact Moment, so you can bridge the gaps and create a consistent end-to-end experience across the entire journey. These metrics will not only identify the effectiveness of different channels, messages, and offers; they will also help optimize the CX and overall level of customer engagement.

Once you’ve internalize these 5 important considerations and socialized them across your team, select an external partner who specializes in CX and can guide you through the specific CX planning process. If you’d like to see some CX case studies that are relevant to you and your team, and provide an interesting perspective on what other companies are doing in customer experience (CX) marketing, contact David Zaritsky at dzaritsky@PulseCX.com.