

# DIALOGUE RESEARCH + QUALITATIVE RESEARCH TO IDENTIFY GAPS IN PATIENT JOURNEY



## THE CHALLENGE

Verilogue's client in the women's health pharmaceutical space had an existing patient journey and was seeking to fill in gaps in the existing journey work. One of the key objectives was to understand dialogue flow, the patient experience, and the unmet patient needs, in preparation for their brand launch in the next few years.

## THE VERILOGUE SOLUTION

Verilogue's unique solution paired dialogue research with primary qualitative for this project to ensure approaching the project through the lenses of both reality and reason, with tight collaboration to provide seamless integration and synergy between the two methods. The research team identified key research questions and met regularly to discuss research

findings and project progress. The project started with the dialogue portion. Following that, the research team leveraged some of the dialogue findings when creating discussion guides for physician honing calls. Verilogue's researchers examined responses through linguistics and social sciences lenses to unearth the deeper drivers of decisions of both patients and HCPs.

The researchers constructed an outline of key themes, filled in detailed findings, and used the outline as the skeleton for the final report. Some key findings of the research only emerged after examining different sources of data. Throughout the project the team constantly cross-compared insights from exam room conversations with qualitative insights to evolve learning within the project, in real time.

## THE RESULTS FOR SUCCESS

The client benefited from the holistic understanding of the patient experience that Verilogue was able to provide through this unique, integrated pairing of methodologies. With data triangulation, Verilogue was able to convince the client of findings and conclusions that it would otherwise be doubtful about. For example, we identified communication gaps between HCPs and patients and clearly illustrated the nature of the gap, which was only possible with all three sources of data:

- In the dialogue study, we observed that patients participated minimally in the conversation
- In HCPs interviews, they told us that they would like to reinforce information with patients
- When interviewing patients, we found out that they were frustrated by the repetitive advice that HCPs provided at each visit

The Verilogue team had regular touch points with the client and was able to learn about their priorities and evolving needs, so that everyone was on the same

page for the final readout. The close collaboration between Verilogue's dialogue researchers and qualitative research teams allowed us to provide unique insights through data triangulation. This project demonstrated how well Verilogue can adapt and customize our approach based on a client's evolving needs and findings to provide the full picture they are seeking.

The results enabled the client to immediately gain a stronger footing for strategic planning since the output affirmed gaps were not "misses". Additionally, the research uncovered nuances in the HCP-patient journey where an ad agency might be able to thread tactics. ■



To learn more about doing a project like this, please contact us at [info@verilogue.com](mailto:info@verilogue.com)