

# CASE STUDY

## Patient-Friendly Standard Responses

*Development of a series of patient-focused standard response documents tailored for a lay audience helped one client address an uptick in Medical Information Requests from patients, caregivers, and members of the general public.*

### Challenges

A top 10 pharma client experienced an increase in requests for medical information from people without a healthcare background.

### Solution

Med Communications helped the client develop a series of patient-focused standard response documents that offered accurate, compliant answers in language easily understood by a lay audience.

### Impact

Survey results showed that the English language patient-focused standard response documents were well received, and several markets expressed interest in adopting the materials to their local language.

## Background

**Client:** Top 10 global pharmaceutical client experienced an increase in Medical Information Requests (MIRs) from patients, caregivers, and members of the general public.

A top 10 global pharmaceutical client observed a significant shift in the nature of MIRs across the Europe and Canada (EUCAN) region, with a growing number coming directly from people who are not healthcare professionals (non-HCPs) such as patients, caregivers, and members of the general public. In the first half of 2023 alone, non-HCPs accounted for nearly 15% of all inquiries, continuing a trend that had accelerated during the COVID-19 pandemic.

This increase in non-HCP inquiries underscored a clear gap: existing response materials were primarily developed for HCPs and often too complex for a lay audience. Recognizing the importance of delivering accessible, compliant, and meaningful medical information to non-HCPs, a pilot project was started to create patient-friendly standard responses (PfSRs).

## Challenge

The continued influx of MIRs from non-HCPs presented a new layer of complexity for Medical Information teams, particularly in EUCAN, where the highest volumes were reported. Existing responses were primarily written with HCPs in mind and not appropriate for direct use with a lay audience, who typically rely on the patient information leaflet (PIL). However, a recent survey in the UK shows that 68% of patients who read the PIL did not completely understand it and 55% found it difficult to read.\* There was a clear need to bridge this gap by creating medically accurate yet patient-friendly content, developed from Summary of Product Characteristics (SmPC) and PIL/Package Leaflet (PL) information.

\*<https://healthinnovation-kss.com/wp-content/uploads/2023/03/State-of-the-Nation-Report-FINAL.pdf>

At the same time, a global alignment was complicated by the need for translations, local label considerations, and internal requirements from Local Marketing Companies (LMCs). In some countries, there was also the need to have an additional cover letter including specific disclaimers to patients, or to share the PIL/PL alongside the PfSRs. Without a standardized solution, local teams faced difficulties in responding efficiently and consistently to this growing segment of requesters.

## Solution

To address the growing demand for appropriate patient content, Med Communications collaborated closely with the client to develop a pilot set of PfSRs. Using information sourced from the SmPC and PIL/PL, the team created responses that were accurate, regulatory compliant, and written in clear, accessible language suitable for patients and caregivers. Four global PfSRs were developed during this pilot phase: three addressing step-by-step administration guidance and one explaining how the drug works in the body. A survey conducted across EUCAN markets showed that around 68% were able to use the pilot PfSRs in their markets and could send them out in English. Additionally, several markets outside EUCAN expressed interest in adopting the materials to their local language, signaling the broader relevance and scalability of the solution.

This pilot demonstrated that a standardized approach to patient-friendly communication was not only feasible but also highly valuable. Med Communications team members played a pivotal role in content development, project leadership, and market coordination, ensuring our solution was innovative, scalable, and addressed a pressing and unmet need in the patient community.

Med Communications' involvement in the development of PfSRs further solidified its role as a trusted and strategic partner to one of the world's top pharmaceutical companies. By leading content development and supporting the implementation of this innovative approach, Med Communications demonstrated its ability to deliver patient-centric solutions that are both scientifically sound and globally adaptable.

### Business Impact

This project provided an opportunity for Med Communications to continue to expand its capabilities in patient-focused medical content, in a growing area of need across the pharmaceutical industry. While our team is highly experienced in creation of patient education materials for multiple Patient Foundations, the client's PfSR project further enhanced collaboration and fostered cross-functional engagement within the Med Communications team, allowing individuals to develop new skills, gain visibility within the global client network, and contribute with creative solutions that directly supported the client's evolving medical information strategy. As a result, Med Communications demonstrated its agility, creativity, and global reach that is well-positioned to support future global initiatives that prioritize accessibility, compliance, and clarity in medical communications.

- **Med Communications' writers developed accurate, compliant PfSRs that were demonstrated to be accessible to a lay audience.**
- **Interest in the PfSRs outside the EUCAN market indicates a broader relevance and scalability of the solution.**

Med Communications is a premier resource for global medical affairs services. We are trusted by the world's leading pharmaceutical, biotech, and medical device manufacturers for comprehensive, high-quality scientific resources and information. Our global services include medical information, scientific content development, pharmacovigilance, and regulatory writing.