

PATIENT-CENTRIC MARKETING STRATEGIES: BUILDING BRAND TRUST AND PREFERENCE FOR BIOSIMILARS THROUGH DIGITAL HEALTH ECOSYSTEMS

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Introduction

Patient Focus in Pharma: Shift from product-centric to patient-centric strategies in biosimilar adoption.

Digital Ecosystem Role: Digital health tools bridge the gap between patients and biosimilar brands.

Trust as a Differentiator: Patient trust significantly influences biosimilar acceptance and adherence.



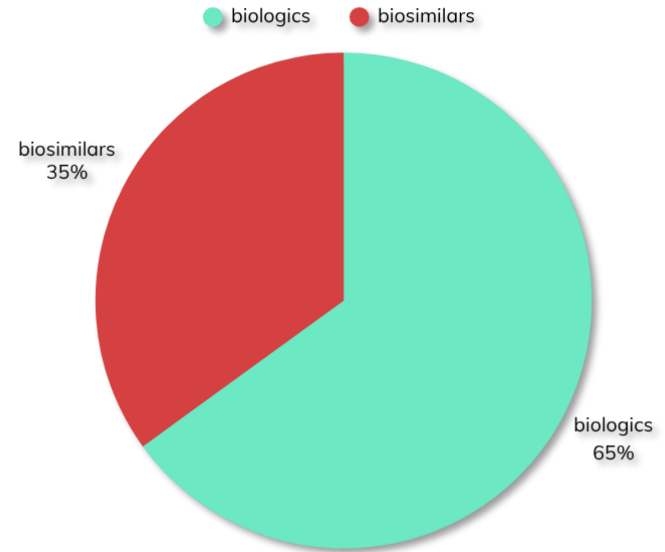
Challenges with Biosimilar Adoption

Understanding Patient Barriers to Acceptance

Lack of Awareness: Patients often lack understanding of biosimilars' safety and effectiveness.

Low Confidence: Unfamiliarity creates skepticism and reduced willingness to switch from biologics.

Minimal Communication: Limited patient-brand interaction hampers trust and acceptance.



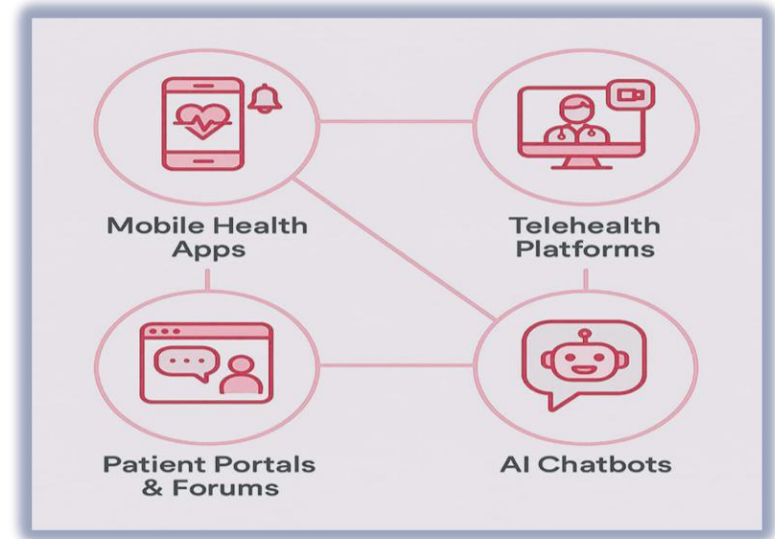
The Role of Digital Health Ecosystems

Bridging Trust Through Technology

Mobile Health Apps: Aid in treatment tracking, reminders, and symptom monitoring.

Telehealth Platforms: Provide accessible virtual consultations and continuity of care.

AI Chatbots & Forums: Deliver personalized support and enable peer community learning.



Core Principles of Patient-Centric Marketing

Shaping Trust and Engagement through Strategic Foundations



Personalization

Tailoring communication to individual patient needs and preferences.



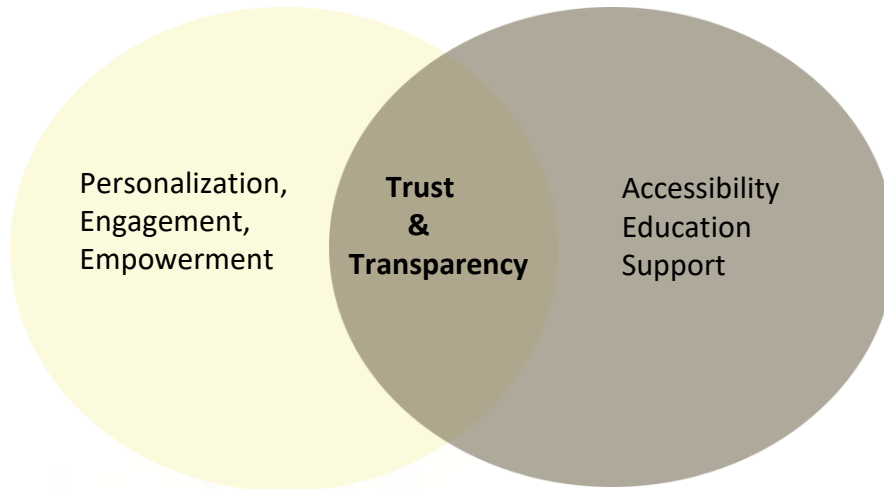
Transparency

Sharing clear and accessible data on biosimilar safety and efficacy.



Support & Education

Using digital content to educate, empower, and guide patient choices.



Four Key Pillars of Trust in Patient-Centric Marketing

Transparency, Personalization, Education, Empathy



Transparency

Openly share safety data, efficacy outcomes, and regulatory details.



Personalization

Adapt support strategies to individual patient experiences and concerns.



Education

Utilize storytelling, videos, and Q&A formats to simplify complex concepts.



Empathy

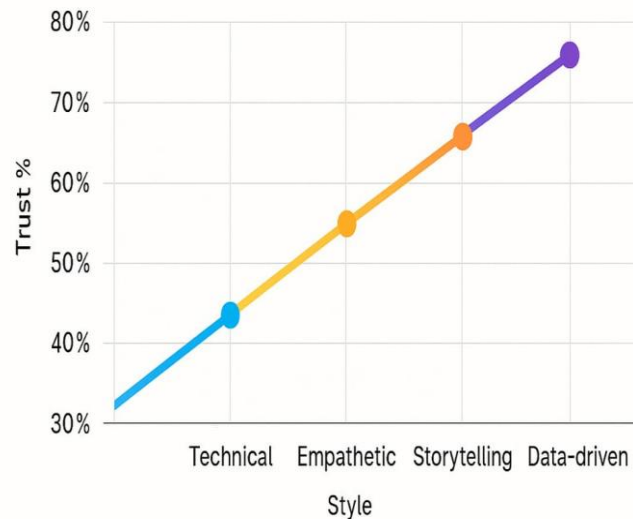
Address emotional needs and fears beyond just product features.

Data-Driven Insights: Why Trust Matters

Understanding Patient Behavior and Preferences

- **Influence of Communication:** 71% of patients say communication style directly impacts their trust in biosimilars.
- **Digital Support Value:** 74% adhere better when aided by digital tools like reminders and education.
- **Trusted Content Formats:** Patient stories and educational videos are the most effective for building trust.

Impact of Communication Style on Trust in Biosimilars



Strategic Recommendations for Pharma

Enhancing Biosimilar Adoption via Digital Health Integration

- **Leverage CRM Systems:** Use customer relationship management tools to personalize patient engagement.
- **Build Mobile-First Platforms:** Ensure platforms are optimized for smartphones to meet patients where they are.
- **Collaborate with HCPs:** Partner with healthcare professionals to increase brand credibility and patient trust.



Conclusion: Building a Future on Digital Trust

Empathy, Education, and Technology in Harmony



Beyond Approval

Biosimilars need patient acceptance, not just regulatory clearance.



Scalable Digital Outreach

Use ethical, patient-centered technologies to engage and educate.



Trust-Centric Future

Empathy and transparency will define success in pharmaceutical marketing.