

Value co-creation through healthcare ecosystem partnership: A new framework for pharmaceutical brand positioning

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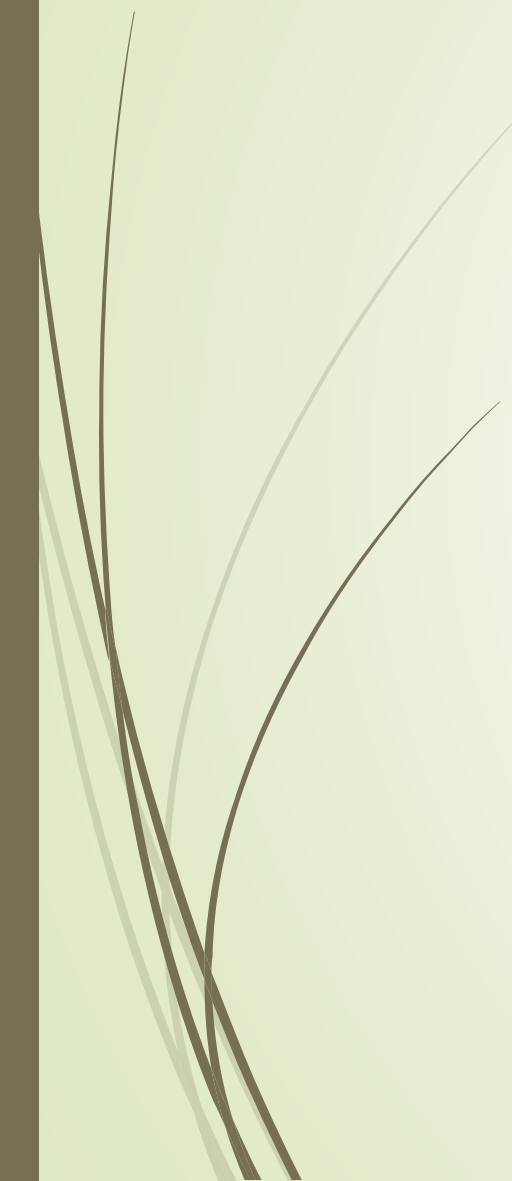




Value Co-Creation in Healthcare

Value co-creation is a **team effort** where businesses and customers (and sometimes other stakeholders) **actively collaborate** to design or improve products and services.

Each participant brings ideas, knowledge, or feedback, so the end result is **richer, more customized, and beneficial for all.**



Understanding Value Co-Creation



Definition and Importance

Value co-creation is vital for enhancing patient satisfaction in healthcare.



Stakeholder Engagement

Active involvement of patients, healthcare professionals, and pharmaceutical companies is crucial.



Mutual Benefits

Co-creation leads to improved health outcomes and enhanced brand perception.

Healthcare ecosystem Partnership

Ecosystem Overview

The healthcare ecosystem comprises patients, providers, payers, and pharmaceutical companies. Each plays a vital role in delivering value and improving health outcomes through collaboration

Collaboration Models

Innovative partnership models can be established, such as joint ventures and strategic alliances, which facilitate knowledge sharing and resource optimization.

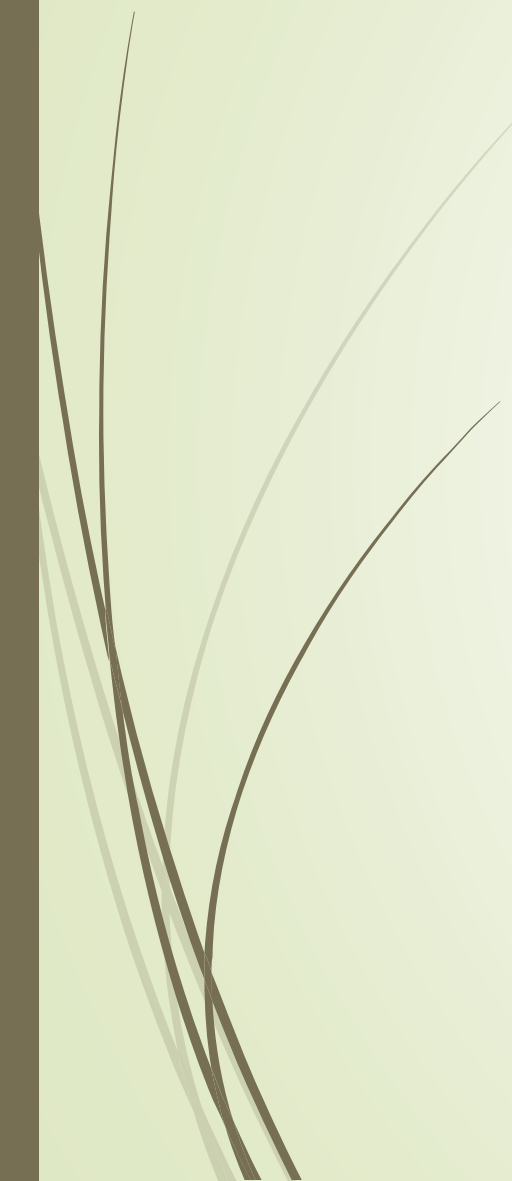
Challenges and Solutions

While partnerships can face challenges like misalignment of goals and communication barriers, proactive engagement and clear objectives can mitigate these issues effectively.





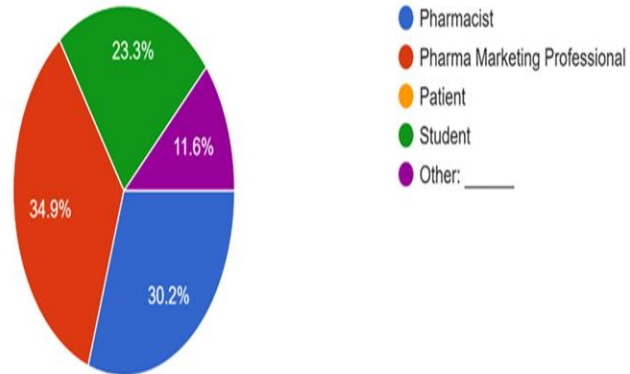
Objective

- To understand how value co-creation helps build strong pharma brands.
 - To study the roles of key partners (like doctors and patients) in shaping brand images.
 - To design a practical framework that companies can follow.
 - To give suggestions pharma companies can use to improve partnerships and brand trust.
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Research Questions

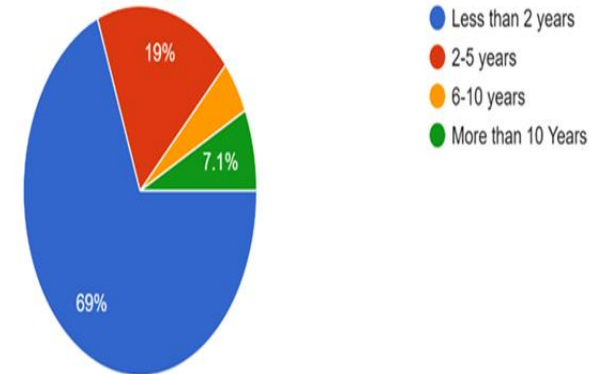
5. What is your profession?

43 responses



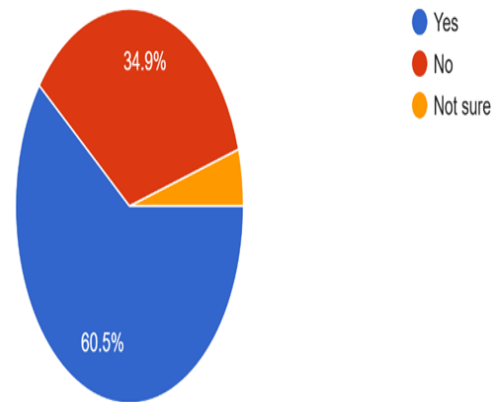
4. Years of Experience in the Industry

42 responses



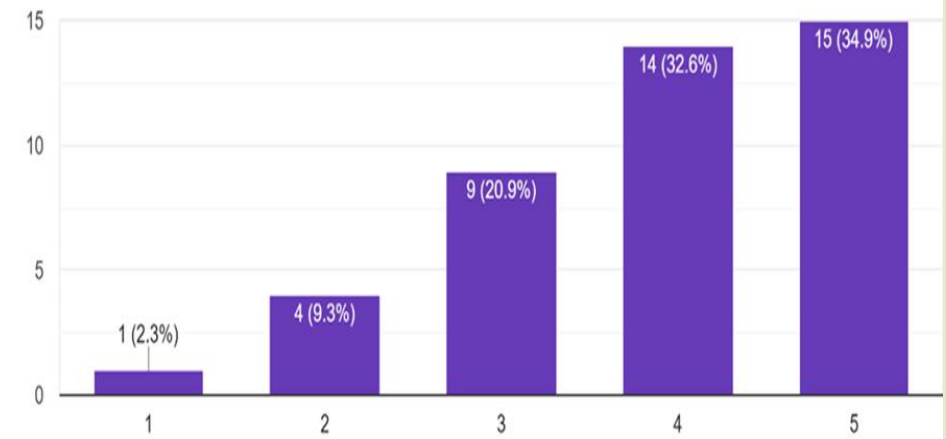
6. Have you ever experienced any collaboration between pharma companies and healthcare providers or patients?

43 responses



7. How important do you think value co-creation is for building a pharmaceutical brand?

43 responses





Methodology



- ❖ **Qualitative Analysis** of existing partnership models in pharma (e.g., Pfizer-BioNTech, Sanofi-Google).
- ❖ **Case Studies** to assess real world impact on brand perception.
- ❖ **Framework Development** using ecosystem mapping, patient journey analysis, and KPI setting.
- ❖ **Technology Integration** such as digital health tools and data analytics.



Findings/Result

- Value co-creation improves **patient satisfaction, brand trust, and health outcomes.**
- **Collaborative models** (joint ventures, alliances) boost efficiency and innovation.
- **Patient-centric strategies** and digital engagement are key to successful partnerships.
- Pharma brands that co-create value become **agile, digitally adaptive, and socially responsible.**



Conclusion



- Value co-creation is not just a trend - it's a **strategic imperative** for pharmaceutical brand success.
- Pharma companies must **embrace digital tools, involve patients early, and align with stakeholder goals.**
- Future success lies in continuous feedback loops, **sustainability**, and **regulatory alignment.**
- Co-creation transforms pharma companies from product providers to **healthcare solution partners.**

