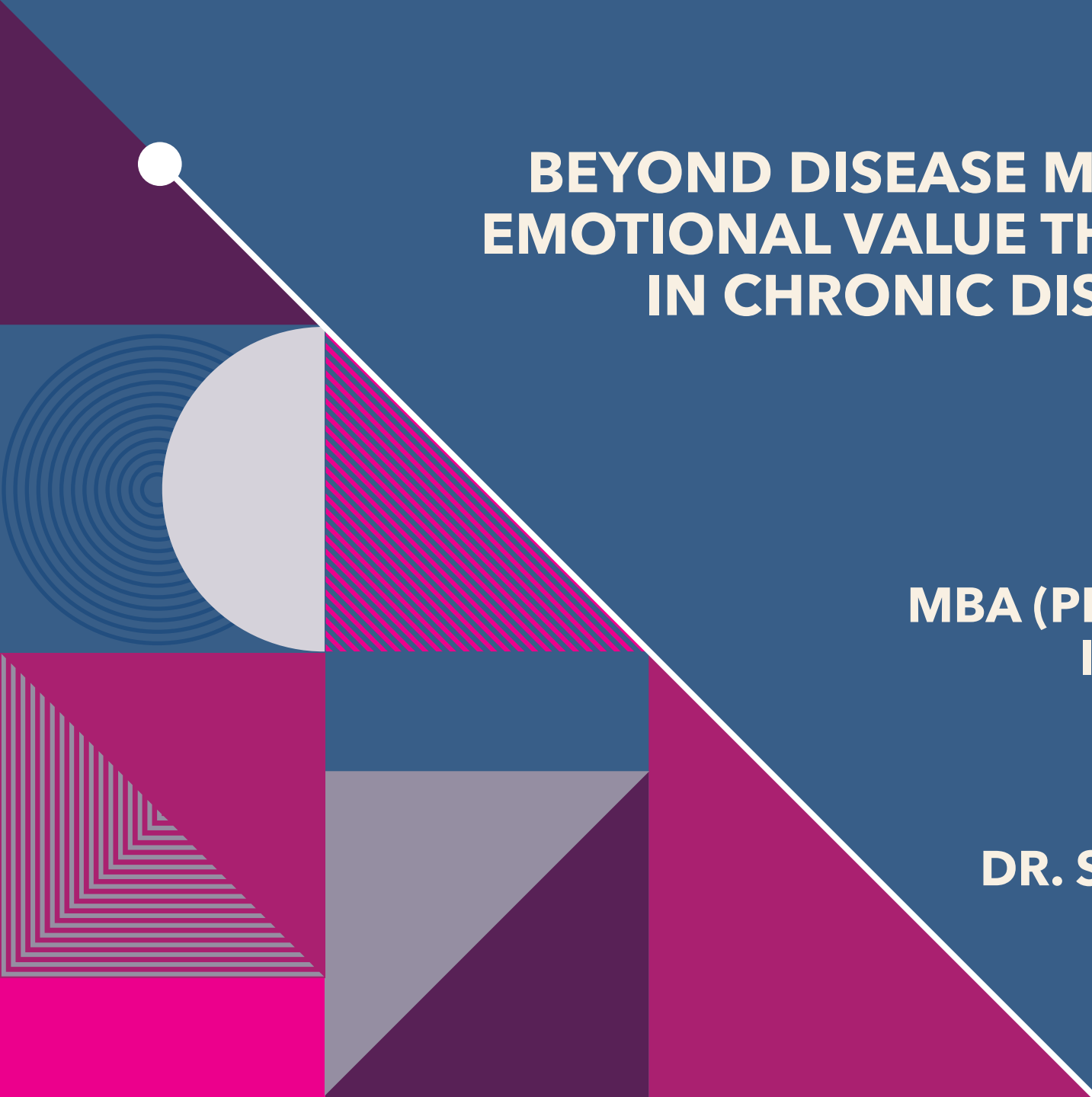




BEYOND DISEASE MANAGEMENT: CREATING EMOTIONAL VALUE THROUGH H2H MARKETING IN CHRONIC DISEASE MEDICATIONS

**HARSH BANSAL
MBA (PHARMACEUTICAL MANAGEMENT)
IIHMR UNIVERSITY, JAIPUR**

**GUIDEDE BY
DR. SUDHINDER SINGH CHOWHAN**



INTRODUCTION

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The Challenge: Management of chronic conditions like diabetes and hypertension requires more than just medication. Patient non-adherence is a major issue, often stemming from a lack of emotional connection and trust in the healthcare system.

The Gap: Healthcare often focuses on clinical outcomes, neglecting the emotional needs and experiences of patients. This creates a disconnect, leading to disengagement and poor health outcomes.

The Opportunity: Human-to-Human (H2H) marketing, with its emphasis on empathy, trust, and personalization, offers a framework to build stronger patient-provider relationships and create emotional value.

RESEARCH OBJECTIVES & HYPOTHESIS

Primary Objectives:

1. To assess the level of emotional connection experienced by patients in long-term care.
2. To evaluate how emotional value contributes to medication adherence.
3. To identify practical H2H strategies to enhance trust and relational continuity.

Hypothesis (H1):

- Patients who perceive higher emotional value in their healthcare interactions are more likely to adhere to long-term medication regimens.

LITERATURE REVIEW: KEY CONCEPTS

Humanistic Marketing (H2H) in Pharma: A shift from transactional interactions to relationship-based engagement, where emotional resonance is as important as clinical efficacy.

Patient-Centricity: Involving patients in the co-creation of their care pathways leads to greater adherence and satisfaction. Emotional value is a key driver of loyalty.

Emotional Support & Adherence: Studies show a direct link between emotional reassurance from providers and patient preference, satisfaction, and adherence to treatment.

RESEARCH METHODOLOGY

- Design:** Convergent mixed-method approach, combining quantitative and qualitative data.
- Data Collection:**
 - Quantitative:** Likert-scale questionnaire distributed to 120 patients (41 responses received).
 - Qualitative:** In-depth interviews with 21 patients and 20 providers.
- Sampling:** Stratified random sampling to ensure representation across age, gender, and chronic disease type (Diabetes, Hypertension, Rheumatoid Arthritis).
- Analysis:**
 - Quantitative:** Descriptive statistics and correlation tests (Google Excel).
 - Qualitative:** Thematic analysis to identify recurring emotional themes.

KEY FINDING: THE EMOTIONAL DISCONNECT

A significant gap exists between patient expectations and their actual experiences.

- **75.6%** believe emotional support from a doctor improves treatment outcomes.
- However, only **34.1%** feel their provider "**always**" listens to their emotional or personal concerns.
- **51.2%** feel their doctor only "**sometimes**" understands their emotional needs.

This highlights a major opportunity to improve patient care through better emotional engagement.

KEY FINDING: THE POWER OF H2H INTERACTION

There is strong agreement that human connection improves healthcare.

- **100%** of respondents either "Strongly Agree" (63.4%) or "Agree" (36.6%) that H2H interaction in healthcare improves treatment outcomes.
- **Factors influencing patient loyalty:**
 - Quality of Medical Care (48.8%)
 - Doctor's Understanding (31.7%)
 - **Emotional Support & Understanding (19.5%)**

KEY FINDING: THE ROLE OF PHARMACEUTICAL COMPANIES

Patients are open to receiving emotional support from pharmaceutical companies.

- **53.7%** have never received communication from a pharma company.
- **61%** believe pharma companies **should** offer emotional support content (e.g., patient stories, motivational messages, lifestyle tips) in addition to medical information.

This indicates an untapped channel for building patient trust and brand loyalty.

DISCUSSION & INTERPRETATION

- **Emotional Value is Crucial:** The data confirms that emotional factors like empathy, trust, and personalized communication are critical drivers of patient satisfaction and adherence.
- **The H2H Gap:** While the principles of H2H are widely seen as beneficial, they are not consistently applied in practice, leading to an "emotional disconnect."
- **Pharma's Opportunity:** Pharmaceutical marketers have a significant opportunity to move beyond product-centric messaging and engage patients on an emotional level, fostering a more supportive and holistic care experience.

IMPLICATIONS & RECOMMENDATIONS

For Healthcare Providers:

- **Integrate Emotional Intelligence:** Incorporate empathy and communication training into medical education.
- **Adopt H2H Practices:** Make emotional check-ins a routine part of chronic care consultations.

For Pharmaceutical Marketers:

- **Shift to Emotional Branding:** Develop content that provides emotional and motivational support.
- **Build Patient Communities:** Create platforms for patients to connect and share their experiences.

For Policy Makers:

- **Promote Holistic Care Models:** Integrate mental and emotional health check-ins into standard chronic disease management protocols.

LIMITATIONS & FUTURE RESEARCH

Limitations:

- Small sample size and reliance on self-reported data.
- A majority of responses were from a younger demographic, speaking on behalf of family members.

Future Research Directions:

- Larger, more diverse studies to capture a wider range of patient perspectives.
- Longitudinal studies to track the impact of emotional value on clinical outcomes over time.
- Comparative analysis of emotional engagement in public vs. private healthcare systems.

CONCLUSION

Final Thought: The future of chronic care depends not only on advancements in medicine but also on our ability to foster deeper human connection and compassion.

The Path Forward: By embracing H2H principles, we can move beyond simple disease management to create a more empathetic, engaging, and effective healthcare ecosystem for all.

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THANK YOU