

CHECKLIST

Mapping the Patient Landscape

Following a general understanding of the patient journey and unmet needs and before systematically interacting with patients and KOLs in a specific therapeutic area a company should have an understanding of the stakeholder field. The checklist below can help you obtain such an understanding, by:

- Interviews with known patient advocates and medical specialists about their experience, needs and expectations, available information and data, recommendations regarding other specialists and patients, etc.
- Analysis of patient groups and individual patient advocates via web, social media and other sources per country on patient journeys and community communication, objectives, capabilities, structure, medical advisors and connectivity with others, etc.
- Analysis of major KOLs per country on number of patients treated, national and international reputation and influence level, publications, registries, connectivity with others including healthcare institutions and patient organizations, etc.
- If helpful confirmatory interviews with major identified patient advocates/representatives regarding
 - a) independence and credibility among patient and medical community and other important stakeholders
 - b) willingness and ability to collaborate with industry and
 - c) level of expertise and efficiency

Source: This checklist has been developed by admedicum® Business for Patients GmbH.