

The idea of Patient Centricity is becoming a significant strategic focus across all healthcare stakeholders. But what does this term really mean? What does success look like? And are life science companies succeeding?

To find out, IMSCG conducted an extensive survey of life science executives in the US and EU.

**See what they had to say...**



All healthcare stakeholders are converging on the idea of Patient Centricity

Our survey confirmed the considerable buzz about the subject in the industry

Despite the buzz, it was clear that there is no consistently agreed upon definition for Patient Centricity



**93%** had heard of the term Patient Centricity



**50%\*** selected multiple definitions



**Nearly 60%\*** said there is not a consistent definition of Patient Centricity in their organization



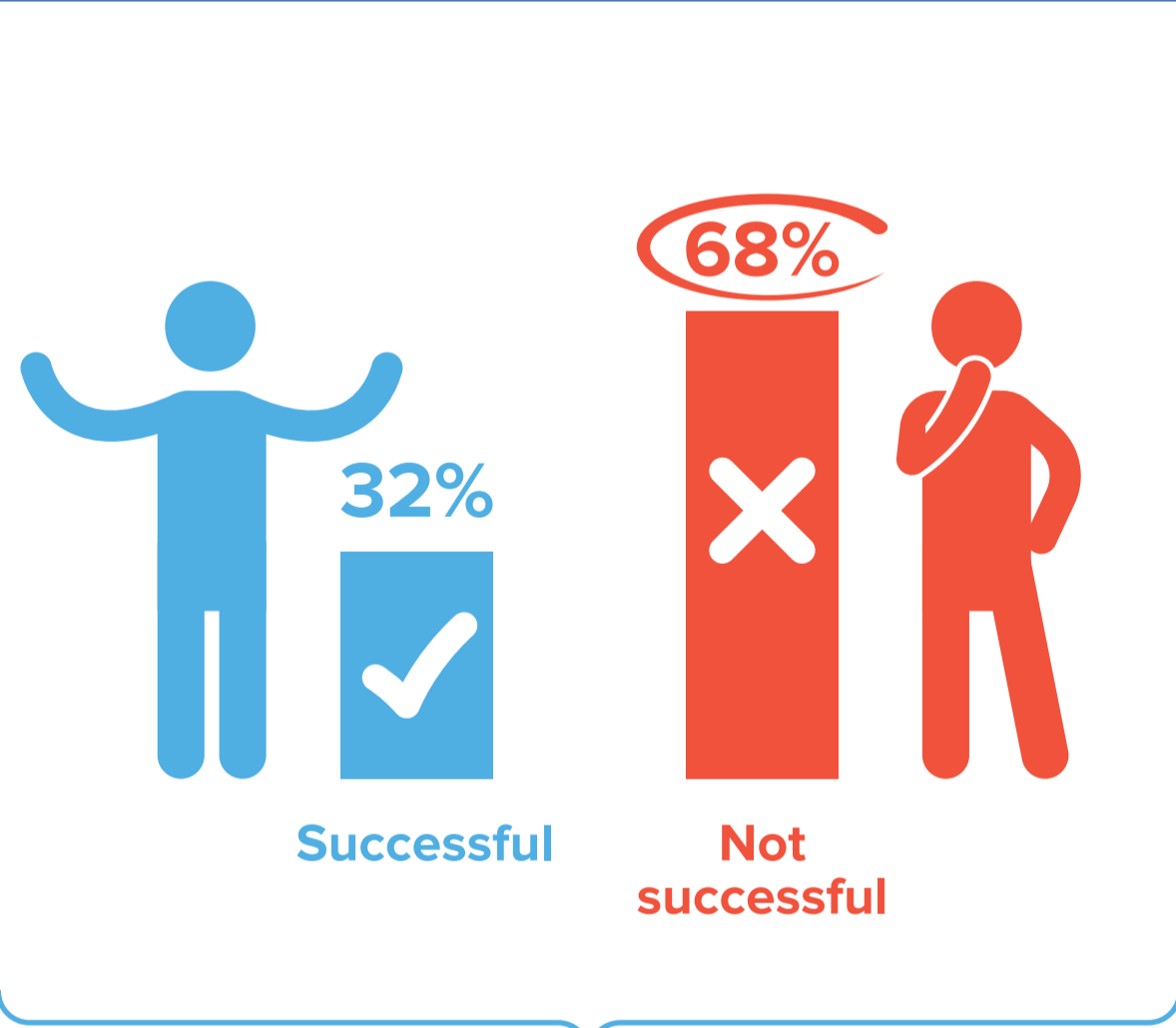
**80%** had encountered the term in internal meetings



\*Here we presented respondents with **5** distinct definitions of Patient Centricity and asked them to select the definitions which most closely aligned with the view of their organization

Furthermore, a majority of companies have attempted patient-centric initiatives but only a third have reported any success

Outside of increased awareness, few organizations have achieved tangible impact on performance as a result of their patient-centric efforts



Nearly 70% reported that their organization has not been adequately successful with patient-centric initiatives, and only 4% reported a high degree of success.



Respondents were asked to select among multiple options.

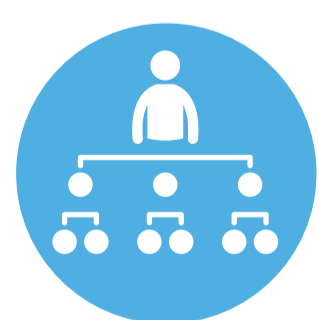
Companies face four major barriers to success with their Patient Centricity initiatives



Inability to uncover real patient insights  
**25%**



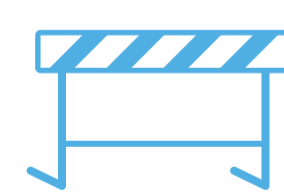
Fear of violating privacy and other regulations  
**65%**



Lack of patient-centric organizational structure and processes  
**50%**



Lack of clear measures of success and ROI  
**71%**



**73%** have experienced more than one barrier in their organization



Furthermore, **58%** believed that their companies did not adequately resource their Patient Centricity efforts

To learn more about how to overcome these barriers and how to make your organization more patient centric, please contact:

**Maneesh Gupta**  
mgupta@imscg.com  
+1-973-738-2626

**Rohit Kumar**  
rkumar@imscg.com  
+1-973-944-8933

**Neel Odedara**  
nodedara@imscg.com  
+1-917-542-5879