

MAKING PATIENTS SMILE

Patients' wellbeing can be just as important as their physical health. In fact, research has linked improved wellbeing with a wide-range of health benefits, including better cancer outcomes, lower risk of heart disease and stroke, and stronger immune and endocrine systems.

Although wellbeing has traditionally fallen within the purview of support groups, therapists and patient social networks, David Hunt, chief executive of Havas Lynx EU, is on a mission to mobilise pharma to make patients' lives better.

"Historically, our role as marketers was to maximise clinical data to drive market share, but technology now affords us the opportunity to do something much more significant," he says. "We can create tools, services and communication that improve outcomes and, in turn, drive market share and commercial success."

At the moment, there are significant unmet emotional needs among patients, he says. "50 percent of newly diagnosed cancer patients suffer from depression and anxiety, as do 40 percent of heart attack and multiple sclerosis patients.

"These are patients taking our treatments and it is well within our power to drive communication and provide emotional support," he says.

What can pharma do?

Pharma can influence the patient pathway, says Hunt, starting by bringing its communication power to bear to ensure patients fully understand their conditions.

Take Lucy May Middleton, who was diagnosed with type 1 diabetes at age 19. She says: "A lot of the time, you don't even know what questions you should be asking. If you're not medically trained then receiving the information can be overwhelming."

Pharma's own sponsored websites could be important tools for addressing this. "I searched Google for 'I found a lump' and got 48.1 million results," says Hunt. "When you're faced with millions of search results, the website of a highly regulated global corporation is not the worst place for a patient to start learning about their condition."

Hunt also highlights Janssen Healthcare Innovation's Care4Today rehabilitation scheme delivered by Havas Lynx, which helps cardiac, orthopaedic and mental health patients lead full lives through exercise areas and web-based tools. "It's about giving people a sense of ownership of their disease," Hunt says.

Another problem Middleton encountered was not knowing other people who had gone through the same experiences as her: "Not knowing any fellow amputees, I often felt quite alone," she says. "And I still don't know any patients who have had a pancreas and kidney transplant."



David Hunt, chief executive, Havas Lynx EU

Pharma can address this aspect too, says Hunt. "We can use our insight and creativity to take isolated individuals with chronic conditions and bring them together as a community. [We can] galvanise them so they can lobby and challenge for greater rights so that they are treated not just as a patient but as a person."

It's clear that pharma can strive to do more to consider the patients in the first instance – and that those who do will likely succeed faster for their brands, healthcare professionals and patients.

Read the *Smiles That Save Lives* white paper at <http://goo.gl/apOHpn>. Watch the presentation at <https://youtu.be/dRIszDEiWt8>. ○

youtube.com/havaslynx
[@havaslynxeu](https://twitter.com/havaslynxeu)
instagram.com/havaslynxeu/
[havaslynx.com](https://www.havaslynx.com)
 T +44(0)161 228 7756
 E europa@havaslynx.com

HAVAS
 LYNX