Patient Engagement: Building Partnerships

The Population Health and Care Coordination Colloquium
March 14, 2013

Angela Moskow
VP, Center for Chronic Disease Prevention & Wellness
Sanofi US
CEO Challenge: Go Beyond Molecule, Become a Diversified Global Healthcare Leader

- Put patients at the center of everything we do
- Address chronic diseases as the number one cause of death and disability and the main driver of healthcare costs
- **Through partnerships**, launch initiatives focused on education, diagnosis and interventions to prevent chronic disease and promote health
  - People need effective therapies, but also require more holistic methods to sustain disease management and promote wellness

*Think differently about how we can help people not only manage an existing disease, but prevent illness in the first place – particularly chronic disease*
Building On Our Expertise of Treating Chronic Disease with New Ways of Preventing Them

- **The Center is a powerful new platform for Sanofi US**
  - Helps realize the vision of putting patients at the center of care and transforming our US business to focus on the intersection of wellness, prevention and treatment

- Promote leadership initiatives in select areas
  - Childhood Obesity
  - Adult Obesity
  - Undiagnosed Diabetes
  - Pre-diabetes

- Serves as an active partner to improve internal wellness offerings
Meet Aaron…
Patient Engagement and Building Partnerships in the Online Community:

5 Lessons Learned
1. Build Community Before You Need It
2. Be Authentic

I want to be transparent about the fact that I do not have diabetes nor has anyone in my immediate family been diagnosed. And, while this may limit my ability to fully understand what it’s like to live with the condition, I am listening, learning, and further educating my colleagues on what I hear from each of you.

The diabetes experience is relatively new to me. While I’ve spent decades connecting with consumers in various aspects of their lives, from the travel industry to information services, it is only in the past three years that I’ve had the privilege of connecting with the wants and needs of people with diabetes. In this time, I’ve also had the great good fortune of working with deeply experienced colleagues. I’ve listened closely to that dedicated team, to those personally touched by diabetes, and the diabetes online community leaders; the result is The DX.
3. Expand Audiences

Now in year two, Data Design Diabetes is a next-generation challenge that brings together the richness of open data sets, the values of human-centered design, and the leading-edge methodology of the top innovation accelerators.

We took our best practices from social media and applied to an entirely new audience: developers, designers, and data mavens.
4. When In Doubt, Ask The People
2012: Here’s What They Said…

Create tools that help us feel in control.

Understand that diabetes affects families not just individuals.

We want to be well!
A dialogue about being current with diabetes, but more importantly, being current with life.

- Up-to-date news, ideas, and strategies, whether you’re newly diagnosed or an experienced veteran.
- A carefully curated selection of relevant diabetes content from the web, as well as original features found only on The DX.
- Fresh approaches to thinking about diabetes and how to cope with its challenge
Patient Engagement and Building Partnerships in the Development Process
Employee Patient and Caregiver Insight Panels

- **Objectives:**
  - Obtain insights from employees, family members and friends who are patients and caregivers in the disease states we are developing products to improve patients' lives.
  - Increase employee engagement by including them in the development of our products and improving the care of patients in disease states for which they have a vested interest.

- **Description:**
  - Volunteer panel members participate anonymously via focus groups and/or surveys to gather insights based on the specific needs of each product/research team.

- **Outcomes:**
  - Conducted pilot focus groups/surveys with atopic dermatitis patients & caregivers
  - Cost-effective patient insights gained with application to product development
  - Positive effect on employee engagement
iBGStar® is the innovative Blood Glucose Monitoring System that directly connects to your iPhone® or iPad®, so you have the flexibility to manage your diabetes info — anytime, anywhere.

iBGStar® is compatible with iPhone 3G/3GS/4/4s and iPod touch 2/3/4. iBGStar Diabetes Manager app requires iOS 4, 5, or 6.

Note: Currently the iBGStar meter should not be used with iPhone 5.

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Auvi-Q
Developed by patients for patients

• Developed by actual patients, product design leveraged firsthand knowledge of the challenges of living with the risk for an anaphylactic reaction

• Human factors engineering process ensured on-going patient and caregiver feedback on device features and design characteristics from prototyping stage to final design

“Being a patient provides a level of passion when you yourself are diagnosed with food allergies…”
Eric Edwards, Co-Inventor of Auvi-Q

Auvi-Q™ (epinephrine injection, USP) is used to treat life-threatening allergic reactions (anaphylaxis) in people who are at risk for or have a history of these reactions.
Auvi-Q Companion App

*Using mobile technology to engage patients and caregivers*

- Trainer Simulator
- Training Video
- Shareable Profile
- Training & Refill Reminders
- Emergency Text Notifications

*Auvi-Q* epinephrine injection, USP
Auvi-Q™ (epinephrine injection, USP)

Important Safety Information

Auvi-Q is for immediate self (or caregiver) administration and does not take the place of emergency medical care. Seek immediate medical treatment after use. Each Auvi-Q contains a single dose of epinephrine. **Auvi-Q should only be injected into your outer thigh.** DO NOT INJECT INTO BUTTOCK OR INTRAVENOUSLY. If you accidentally inject Auvi-Q into any other part of your body, seek immediate medical treatment. Epinephrine should be used with caution if you have heart disease or are taking certain medicines that can cause heart-related (cardiac) symptoms.

If you take certain medicines, you may develop serious life-threatening side effects from epinephrine. Be sure to tell your doctor all the medicines you take, especially medicines for asthma. Side effects may be increased in patients with certain medical conditions, or who take certain medicines. These include asthma, allergies, depression, thyroid disease, Parkinson’s disease, diabetes, high blood pressure, and heart disease.

The most common side effects may include increase in heart rate, stronger or irregular heartbeat, sweating, nausea and vomiting, difficulty breathing, paleness, dizziness, weakness or shakiness, headache, apprehension, nervousness, or anxiety. These side effects go away quickly, especially if you rest.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

For full Prescribing Information go to http://products.sanofi.us/Auvi-Q/Auvi-Q.pdf.
Building Sustainable Solutions through Partnerships…Patient Engagement is Key!

- Working together leads to innovative ideas, strategies and interventions

- Large-scale problems are too complex for any one organization to solve…partnership can accelerate solutions

- Optimizing collective voices and investments allows for more coordinated and integrated activities that move toward action and measurable outcomes

- Must involve those most affected in partnership for sustained engagement