The HBS / Kraft roundtable convened leaders across precision medicine to address challenges of engaging patients in data generation and research processes.

**AGENDA**

1. Disrupting Digital Ecosystems: How DTC Companies Access and Retain Consumers
2. Direct-to-Consumer Best Practices: Essential Insights from Top Leaders
3. Direct-to-Patient Whitespace Opportunities: Navigating the Challenges of Engaging Patients as Consumers
4. Creating a Direct-to-Patient Movement: Barriers and Benefits
5. Breakout Sessions: Launching a Patient Movement
6. Breakout Presentations
7. Next Steps and Transition to January Meeting

**OBJECTIVES**

1. Share DTC Best Practices & Apply to Healthcare
2. Examine Barriers and Benefits to Building Patient Movements
3. Develop Models for Patient Data Sharing
DTC PANEL KEY TAKEAWAYS

**Essential insights on driving awareness, acquisition/adoption, and retention/engagement were shared by top DTC leaders via a Q&A Panel**

**DTC Panelists**

- **Nancy Go**, VP of Brand Marketing – Wayfair
- **Chris Taylor**, General Manager – Uber
- **Sam McCleery**, VP Open Innovation – UnderArmour
- **Lori Marcus**, Founder, Courtyard Connections and Former CMO of Peloton Cycle & Keurig Green Mountain Coffee
- **Beth Kaplan**, Former COO of Rent the Runway

**Awareness**
- Word of mouth drives awareness in early brand development; limited budget is dedicated to Marketing for DTC startups
- DTC companies know the consumer deeply and hone consumer’s passion via storytelling

**Acquisition / Adoption**
- Incentives and ease-of-use are at the forefront of acquisition
- Democratization of products/services drive adoption in consumers that would have otherwise abstained for financial or other reasons
- Initial consumer ‘asks’ must be small and grow over time

**Retention/Engagement**
- Elevated emotions resulting from a product/service enable a “viral loop” for engagement/retention
- Engagement and retention should be measured by a consumer’s lifetime value to the brand
Roundtable participants identified barriers and benefits to creating a direct-to-patient data sharing movement via a HBS faculty facilitated discussion.

### Barriers to Creating a Data Sharing Movement
- Low patient / caregiver awareness of importance of data to driving research and lack of current data sharing among stakeholders
- Privacy is prioritized within healthcare despite lack of concern in other areas of life (e.g., social media)
- Functional barriers to data sharing (e.g., consent, data portability)
- Precision Medicine stakeholders tend to compete on data vs insights

### Benefits Realized from a Data Sharing Movement
- Patient participation in research process
- Patient health outcome improvement
- Patients experience positive fulling of ownership or control associated with taking action
- Patients and families feel rewarded by helping others
- Competition between Precision Medicine stakeholders is driven by analytics versus ownership of data

### Tools Available to Support a Data Sharing Movement
- Opt-out vs opt-in to data sharing
- Patient ownership of data
- Expanded target population (i.e., patients and caregivers / family members)
- Tailored messaging to different target populations
- Incentives
- Universal / portable consent
Breakout groups comprised of DTP and DTC leaders applied consumer best practices and aligned upon several key recommendations for a data sharing movement centered around patients.

**Patient Outreach Model**

- **VALUE PROP:** Define value for patients and their families separately
- **BRAND:** Create an overarching brand across cancers
- **ENGAGEMENT:** Clearly define the ask and “make it easy”
- **RETENTION:** Share insights and outcomes with patients

**Business Model**

- **STRUCTURE:** Start small/focused and grow over time
- **INFRASTRUCTURE:** Set standards and store data in a single repository
- **PARTNER:** Explore innovative partnerships with employers, analytics companies, etc.
- **FUNDING:** Solicit funding from foundations and/or the private sector