

# HBS KRAFT ACCELERATOR ADVANCING MODELS ROUNDTABLE AGENDA & OBJECTIVES

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

## AGENDA

DISRUPTING DIGITAL ECOSYSTEMS: HOW DTC COMPANIES ACCESS AND RETAIN CONSUMERS

DIRECT-TO-CONSUMER BEST PRACTICES: ESSENTIAL INSIGHTS FROM TOP LEADERS

DIRECT-TO-PATIENT WHITESPACE OPPORTUNITIES: NAVIGATING THE CHALLENGES OF ENGAGING PATIENTS AS CONSUMERS

CREATING A DIRECT-TO-PATIENT MOVEMENT: BARRIERS AND BENEFITS

BREAKOUT SESSIONS: LAUNCHING A PATIENT MOVEMENT

BREAKOUT PRESENTATIONS

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 – Under Armour*
- **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

# BARRIERS AND BENEFITS KEY TAKEAWAYS

*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 feeling 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

# HIGH LEVEL BREAKOUT GROUP RECOMMENDATIONS

*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