

Case Study: Symptoms Assessors Give Patients a Graphical Tool to Encourage Doctor Discussions

Client

Wyeth/Amgen

Product

ENBREL® is an injectable protein called a Tumor Necrosis Factor (TNF) blocker. This protein helps block the process that can lead to the pain, inflammation, and progressive joint damage that rheumatoid arthritis (RA) can cause.

Audience

RA patients who suffer from symptoms that are no longer adequately controlled by other therapies.

Challenge

RA can seriously impact patients' activity and functioning levels. While patients are aware of their symptoms, they may not clearly see how those symptoms impact their quality of life. Patients also may be unaware of the progressive nature of irreversible joint damage in RA.

Many patients are frustrated with their current therapy, and find it difficult to effectively communicate their RA-related issues, concerns, and problems to their doctors. The client wanted to equip RA patients with information on their symptoms and needs so that these patients could have more effective discussions with their physicians about improved treatment options.

Solution

Medicom Digital created an online RA Symptoms Assessor. This easy-to-use tool helps patients clearly measure the effect of their symptoms on their daily quality-of-life. The Assessor's report can be printed and shared with the patients' physicians. The report arms patients with compelling and graphical descriptions of their RA symptoms that resonate with physicians.

Medicom Digital's medical research and design teams first identified a set of reliable and valid measures of RA symptoms to properly address qualitative physical pain, discomfort and disability, and quality of life parameters. This initial research phase was critical since the appropriate set of disease descriptors are the basis of the RA Symptoms Assessor reports.

In addition, the RA Symptoms Assessor captures non-individually-identifiable patient responses that are aggregated into periodic reports for the client. This information is extremely valuable in measuring the effectiveness of the Assessor and for product marketing purposes. In each of the first six months of use, over 5,000 people per month on average utilized the RA Symptoms Assessor.

Company



Medicom Digital's specialty is our unique ability to research the client's needs, comprehend the science in relevant medical studies, and deliver complex information in user-friendly, appealing, and motivating applications. Medicom Digital can work with the client's advertising agencies to achieve seamless integration of our tools with current marketing collateral and web sites. Medicom Digital also has extensive experience in dealing with medical affairs, regulatory, legal and editorial reviewers in order to achieve optimal results for our clients.

Live Versions

<http://www.enbrel.com>

<http://www.insidera.com>

<http://www.psoriasisconnections.com>

Demo Links

<http://www.medicomdigital.com/demos/ra>

<http://www.medicomdigital.com/demos/psoriasis>

<http://www.medicomdigital.com/demos/psoriasis>

Psoriatic Arthritis: DISCUSSION GUIDE SUMMARY

Name: _____ Date: _____


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SYMPTOMS


Joints

I have pain or tenderness in **50 of 52** joints.



Skin

Approximate skin coverage: **13%**



Other symptoms

I also have these other symptoms:

- Swollen fingers or toes which may look like sausages
- Problems with morning joint stiffness
- Pain in the heels of my feet
- Pain or stiffness in my neck or back
- Fingernails or toenails with small pits or separation from the nail bed
- Problems with fatigue

All questions are optional. Some may not have been answered.

Please see accompanying Important Safety Information on page 4. For Prescribing Information and Medication Guide, visit www.enbrel.com.

The information in this assessment is for educational purposes only, and is NOT intended to replace discussions with your health care provider.

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- Call 1-800-971-0785
- Visit us at <http://www.medicomdigital.com>