

Diabetes Patient Journey

THE CHALLENGE

Our client, a global medical device company, has recently expanded its portfolio by acquiring one of the leading diabetes management app providers. The client had a limited understanding of the diabetes patients' needs and challenges, as well as the role of the app in their disease journey.

OUR SOLUTION

We mapped the patient journey in a detailed way covering both physical and digital touchpoints. To get the actionable insights, we conducted 10 FGDs with patients from the different age groups followed by 500 F2F interviews, which were used as an input for a behaviour and demographics patient segmentation model. Our final deliverables included patient journey video and an insights and recommendations report on the role of the app in the Patient Journey.

THE RESULTS

The global medical device company implemented the patient engagement strategy developed by GemSeek to triple app users in 12 months. Empowered by our behaviour change management modelling, our client redesigned the app and added new functionalities to increase the treatment adherence and reduce up to 25% the churn rate.

