



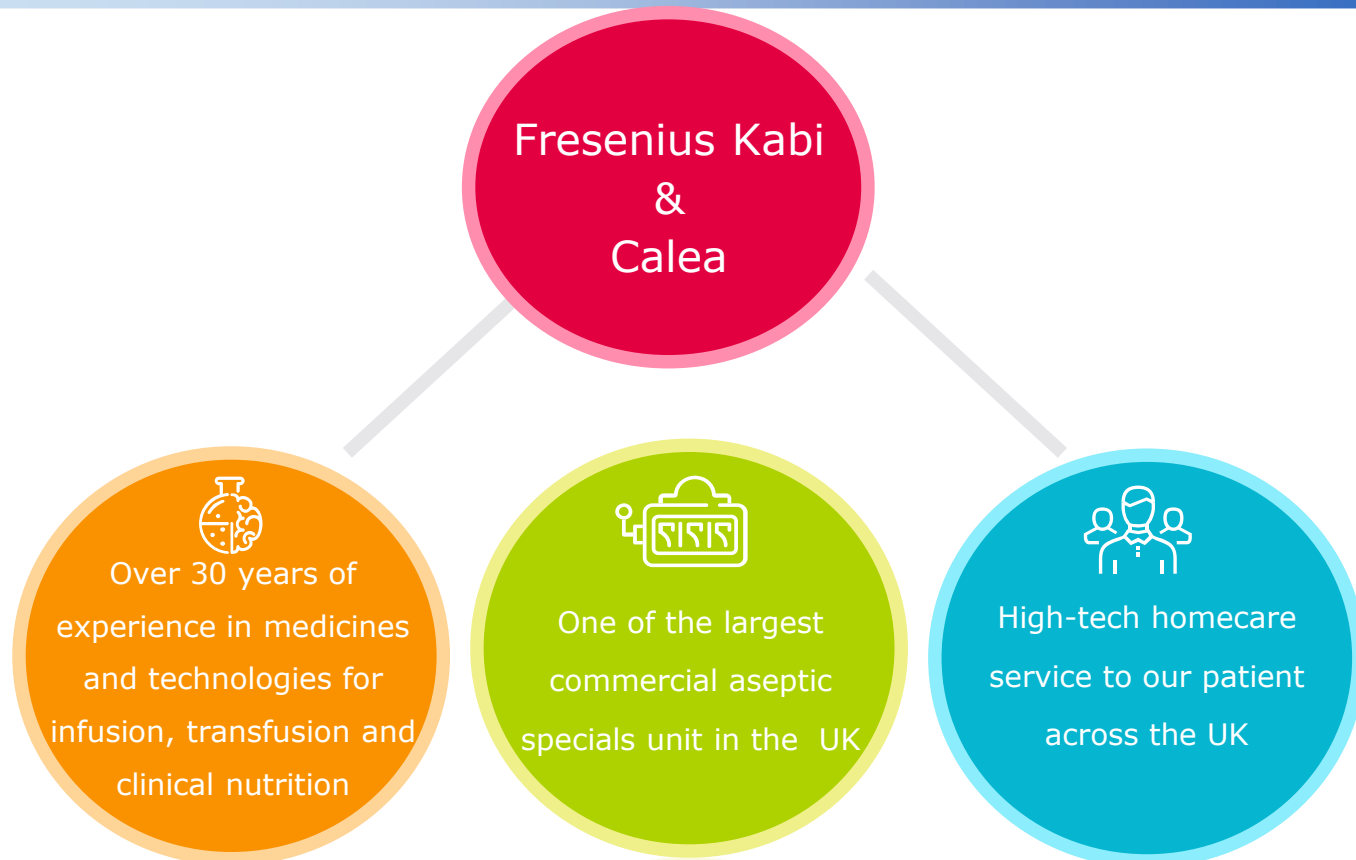
Elevating the patient voice

By

Sue Thoms

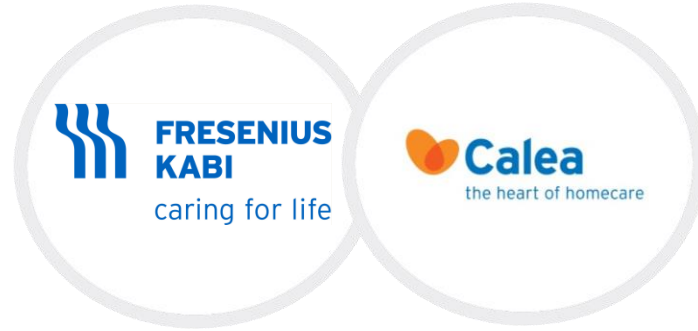
Head of Marketing Pharma UK
Fresenius Kabi Ltd and Calea Ltd

Who are Fresenius Kabi and Calea?



Who are our patients?





Example of disease states



Crohn's disease

Neurological

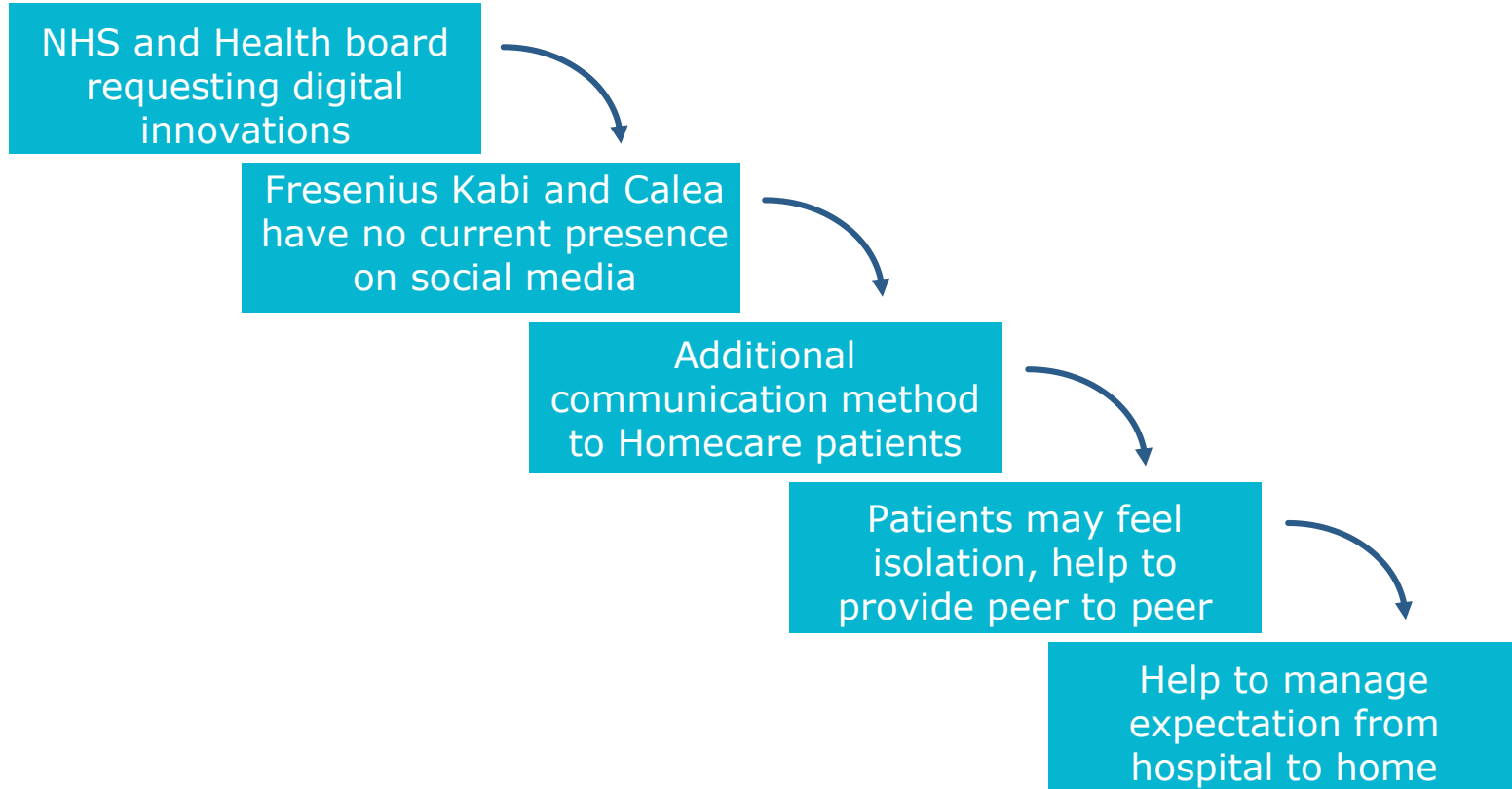
Cystic Fibrosis

Primary immunodeficiency

Oncology

Short Bowel Syndrome

Project Rationale



Fresenius Kabi and Calea wanted to engage with Homecare patients by creating two closed Facebook groups

Vision

To provide a supportive environment for new and existing patients and carers, where they can share experiences and learn from each other.

The value of using Social Media



Social media offers Fresenius Kabi and Calea the opportunity to:

Reach

New patients who are increasingly utilising social media

Patient Care

Extend patient care beyond existing channels, supporting them when needed

Learn

From patients by being part of the social conversation

Position

Fresenius Kabi and Calea are a valuable part of the social conversation, not just a business

Awareness



What we wanted to achieve in the first 6 months



600
members



Generate
engagement

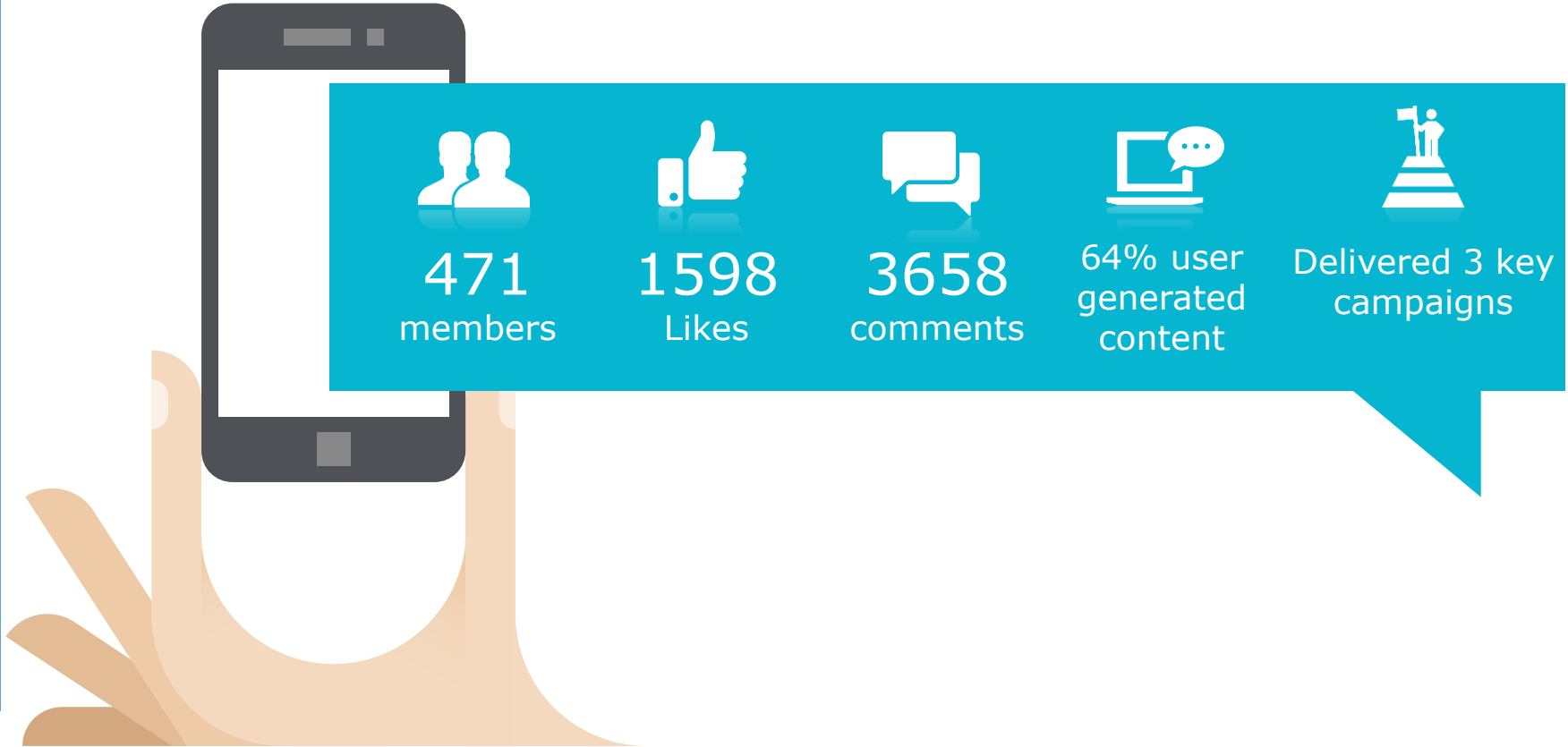


30% user
generated
content



Deliver 3 key
campaigns

What we achieved in the first 6 months

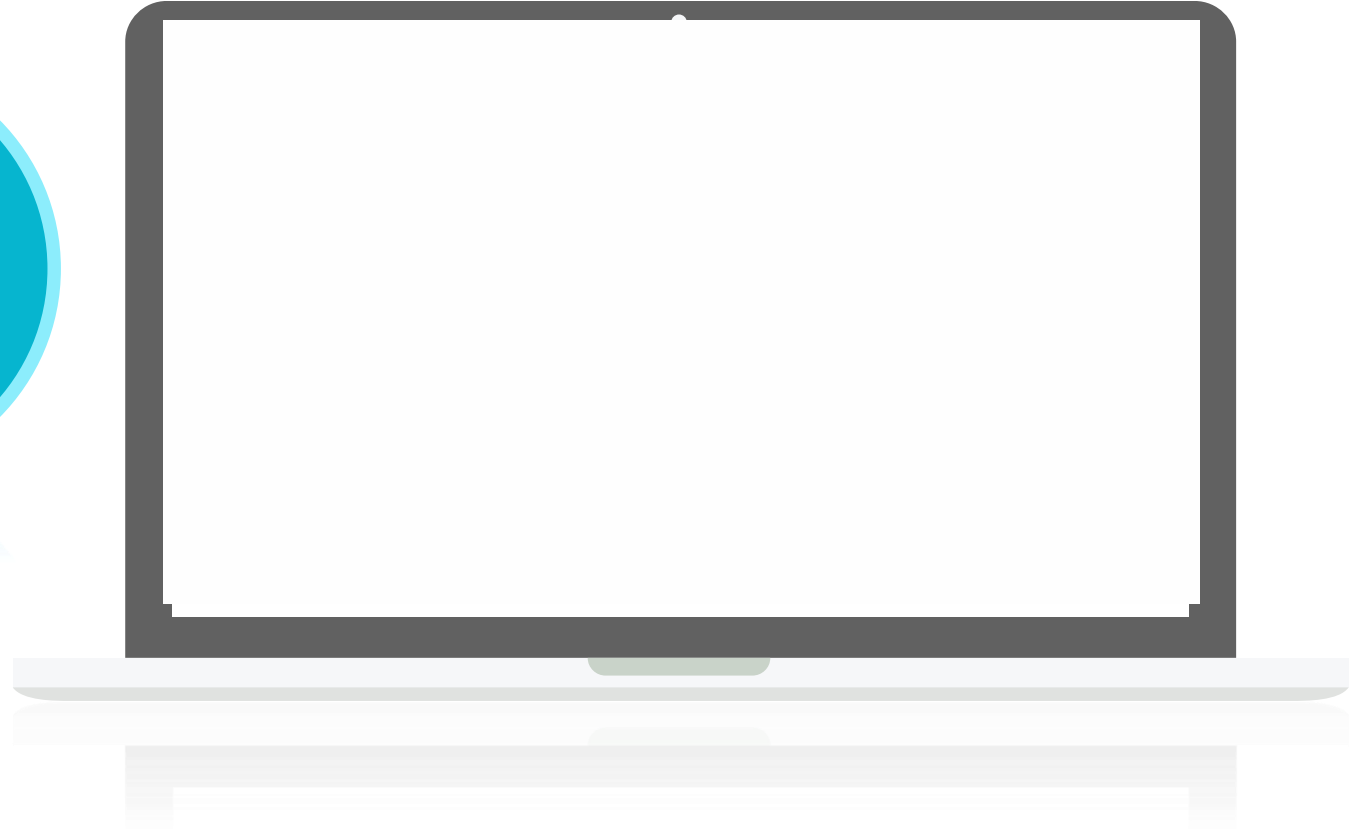


Key learnings

- Important to involve all stakeholders
- To understand the need to be flexible and responsive
- Guidelines and rules help set the tone of the environment for the group members
- Manage expectations of the members



Key Campaign - Patient experience days



Social media feedback

"I joined the Calea@home Facebook page at the beginning of its journey. I sometimes wonder now how I ever really coped without it. There is always a member of Calea that can assist with questions you may have, if they are not sure they can put you in touch with a person that can help. People on TPN can have other long term health problems that can make you feel slightly vulnerable on your own, so having someone who can listen and try to help you can make a vast difference.

It is so nice to be able to connect with other patients/people who are experiencing the same, similar, or even totally different problems. People from all walks of life, whose experiences can differ tremendously from your own and each other, treatment received individually can be so different from location to location.