

**Deciphering patient reported data**  
from insights to informed decision making!

11/29/2018


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**PIP Health**  
Patient Intelligence Panel

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**BRING DATA TO LIFE**

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**Improve outcomes through personalised care**

**Personalised care**

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**Improve outcomes through personalised care**

- Your experience in disease area = Individual variable linked to you as a professional
- Your relationship with the patient = Individual variable however can be strengthened by using data to improve care and outcomes for the patient
- Knowledge of attitudes/behaviour of group patients = Variable linked TOMs connect – grouped data publication  
“How does the average patient behave and score on a certain outcome”
- Individual Patient data (= TOM) = Variable linked TOMs connect – individual patient data  
“How does this patient behave and score on a certain outcome and how can I support them”

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**Data can change the content of communication**

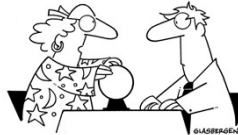
**Case study: Multiple Sclerosis Brain Atrophy messaging**

246 MS patients in 5 countries in Europe in 2016; Online survey  
Assumption: Patients **don't want to discuss** Brain Atrophy as it is too 'scary'

Question	Yes	No	Not sure
Q: Has your neurologist, MS nurse or any other person discussed brain loss with you?	165 (24%)	181 (74%)	0
Q: Would you like to know more about brain loss?	165 (67%)	11 (4%)	170 (29%)

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**Data can change ways of communication**



**Predicting behaviour & outcomes**

- Illness Perception Questionnaire
- Beliefs in Medication Questionnaire
- Therapy Outcome Measure
- Adherences Questionnaire
- Satisfaction on Information Questionnaire

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**KING'S College LONDON** Individual Patient data (ie TOM)

Each patient deserves a personalised, tailored approach

However, **time consuming** and not enough resources to deliver

Data can be an **effective start**, to **start or guide** the conversation with the aim to make **informed shared decisions**

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Talking point; Patient Segmentation as an example of a starting point....

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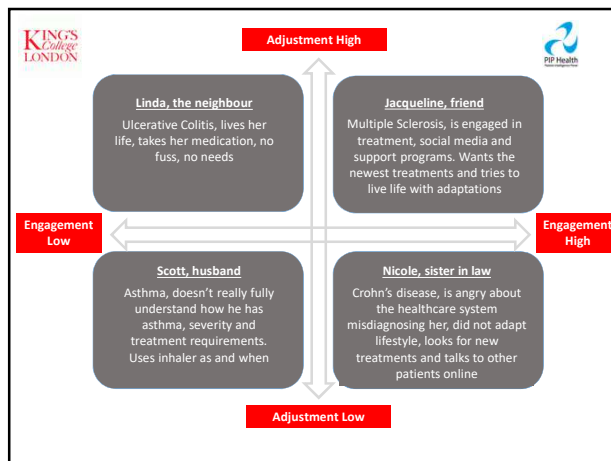
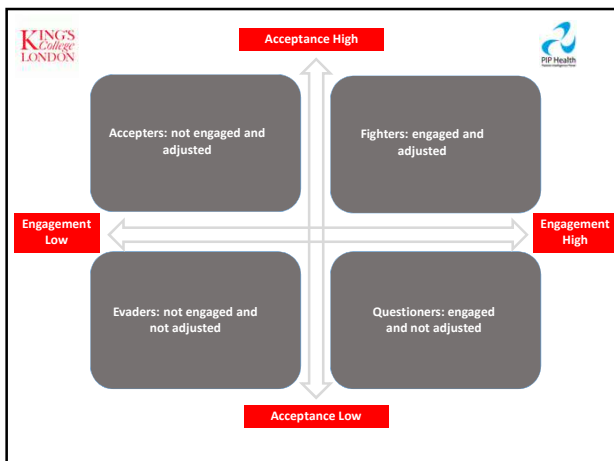
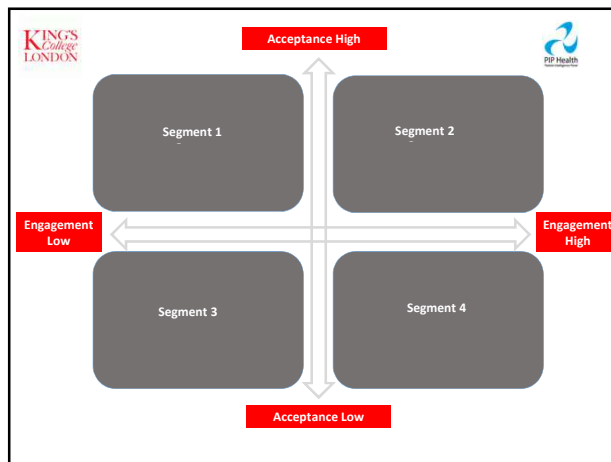
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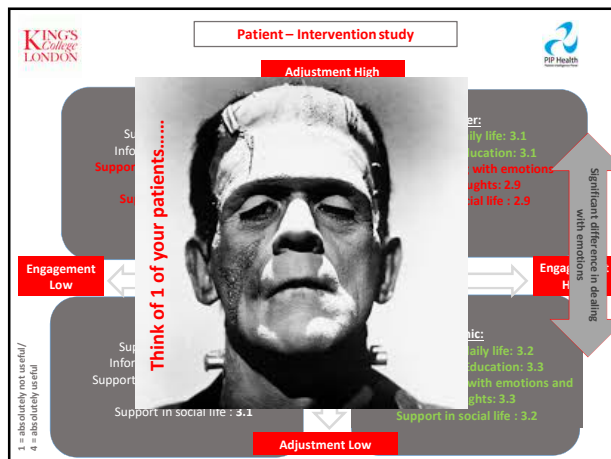
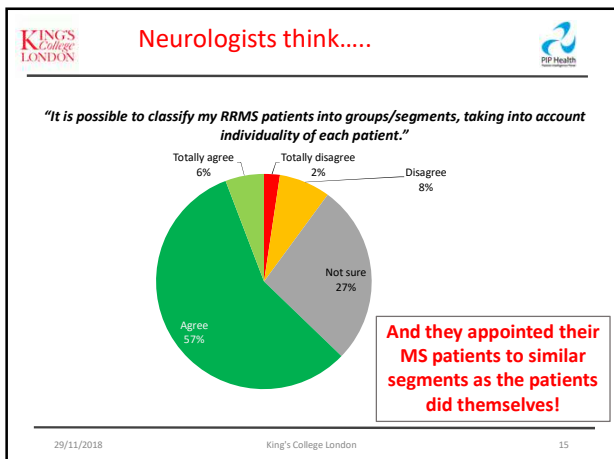
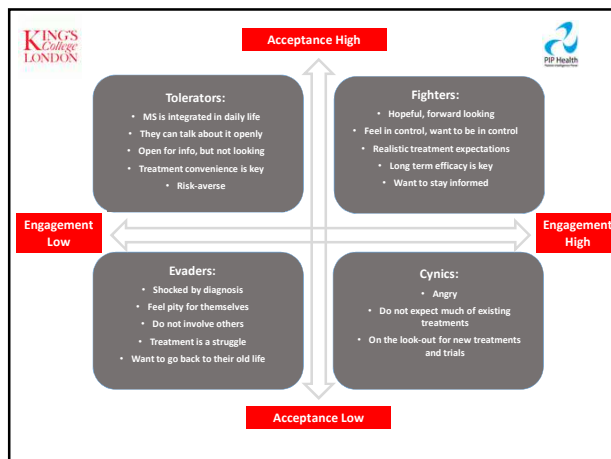
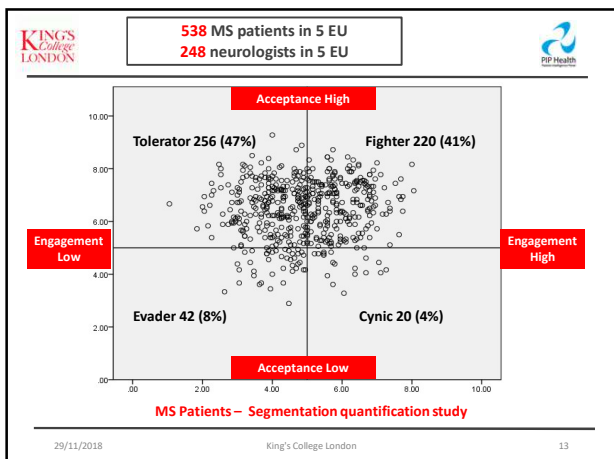
### Patient segmentation tool

Two dimensional model

- Psychological/emotional state
  - Acceptance**
    - Accepting
    - Living with it
    - Embracing
    - Accustomed
- Behavioural/action type
  - Engagement**
    - Activated
    - Involved
    - Participating
    - Fighting

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**Improve outcomes through personalised care with data as your guide**

**Thank you**  
**Be in contact**

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