

## VIDEO TRANSCRIPT

# INTIENT™

## ACCENTURE PATIENT EXPERIENCE LAB: BIOPHARMA PATIENT SUMMIT

[Music]

### **WHITNEY BALDWIN:**

We've developed the Patient Experience Lab with a hypothesis that, by bringing a new and different way, where we bring patients directly into it and bring tools and methodologies to help you develop innovation solutions, we can help you to do that faster and better and more fully.

### **SPEAKER:**

Barbara was diagnosed with lung cancer in 2008 and her six word story is: my lung cancer was missed twice.

### **NINA:**

I went with melatonin until they said: "You know what, you're getting another tumor showing up. So we don't think we can help you anymore, but we'll help you get into a clinical trial." That clinical trial with immunotherapy just by itself saved my life.

### **LAURA:**

I don't think doctors are used to really having patients as partners, but that's what I wanted.

### **BARBARA:**

I almost walked around for the longest time saying: I have lung cancer, I have lung cancer,... Because I didn't look like I had lung cancer, so people thought I had a cold.

### **LAURA:**

Someone said: "Wow, you've really got to do this. I'm afraid there is no choice." And I had to correct my doctor and said "Actually, there's always a choice" I can choose not to do anything at all and that is my choice. And she apologized.

### **NINA:**

With mental health, I'm one of those people who are funny, that's how I cope with stuff. And so I think that's the face I was presenting, but I actually had more problems than that. And I did end up on my own steam, because I'm actually a therapist, I went and got some existential therapy through Sloan Kettering. I found out that my best friend was really my pen and my paper.

### **SPEAKER:**

That was a great sense of support for you, it seemed.

### **NINA:**

Yeah.

### **SANJAY JAISWAL:**

It always takes the power of three to make this work: You have the patient, you have the doctor, and you have the medication. How can we drive insights from data from all angles, to give you that 360-degree view of the patient? Not just the medical record perspective, but the financial, the social and economic factors, and also everything that they do in their daily life, to drive that complete end-to-end therapy for the patients.

[Music]

**MEGHAN FITZGERALD:**

Most of the challenges in healthcare aren't directly healthcare related. They are the social determinants of health: transportation, nutrition, a safe place to live.

**EMPLOYEE:**

Because what "good" looks like for this, is that we have a bunch of pain-points up on the board.

[Music]

**MALE SPEAKER:**

The way that we've sketched this out is: We thought about enrolling post-treatment as the way that would start. We thought about enabling a chat bot type of front-end to think about what some of the challenges are that you, a patient, are facing.

**FEMALE PRESENTER:**

The name of our solution is "A Helping Hand". Really letting patients know, from the time of diagnosis, that there are tools and resources to support that person through their diagnosis.

**NINA:**

I don't know what you mean by tool-kit. I don't know what platform we're talking about.

**FEMALE PRESENTER:**

Collectively spoken: it's an app, but we realized that is not how every patient wants to engage. So we would need to have either hard copy or a series of communication and other digital means to patients.

**LAURA:**

Different people have different needs. So that was a good option for all people all-around.

**SPEAKER:**

The winner of the today's "Patient Shark Tank" is... "I Need"!

[Applause]

**BARBARA:**

We all liked it because it provided for the needs of the entire person.

**ARVIND KUMAR:**

As the patient is progressing in the disease journey, there is not only a survey that is getting information, but there are certain other things like the real-world evidence data. For example, if the patient is using a Fitbit.

[Music]