

Hearing is Believing: Reducing Barriers to Amplify the Patient Voice



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Gain new customers
- Increase awareness

Methodologies:

- Market Research – Qualitative Research
- Market Research-Hybrid Research/Mixed Methodology

Client Organization:

Life science organizations

Client Industry:

Healthcare/Medical-General + Patients

Project Year:

2020

CHALLENGE

Despite the many human-centered models and social listening capabilities, the healthcare industry still struggles to include the voice of the patient.

Organizations need methodologies that reduce key barriers to listening, enabling them to create better products and services that deliver greater human value.

SOLUTION

inVibe partnered with Rare Patient Voice to solve this challenge. In 2013, inVibe introduced the first-ever Automated Voice Response (AVR) platform to empower patients, caregivers, and physicians to tell their stories anytime, anywhere, and extract insights through linguistic analysis.

The same year, Rare Patient Voice was established to help patients share their experiences with organizations developing products and services.

These two organizations partnered to provide a way for patients to share their voices while delivering sharper insights, streamlining processes, and reducing costs. Working with the Rare Patient Voice patient panel, inVibe deployed their AVR solution to automatically conduct interviews with over 250 patients and caregivers across 15 diverse therapeutic conditions. The questions were designed to inspire people to share deeply personal stories. Here are a few examples:

- *What are some perceptions about your condition that make you cringe?*
- *What do you wish people wouldn't say about your condition?*
- *If you could travel back in time and meet the person you were when you were first diagnosed, what advice would you give?*



ABOUT INVIBE AND RARE PATIENT VOICE, LLC

inVibe is a full-service voice research company that helps healthcare organizations generate meaningful evidence and gain actionable insights by unlocking the signals in the human voice. Rare Patient Voice, LLC provides patients and caregivers an opportunity to voice their opinions through surveys and interviews to improve medical products and services. RPV has access to over 100,000 patients across 496 different conditions.

invibe.co

rarepatientvoice.com



OUTCOME

In less than two weeks, inVibe was able to automatically conduct hundreds of interviews and collect thousands of minutes of voice responses to a series of eight unique questions which evoked interesting and useful emotional content. For example:

- Speech emotion recognition (SER) algorithms detected acoustic differences across therapeutic areas, such as cystic fibrosis, type I diabetes, and sickle cell anemia, indicating that even in chronic conditions, patients experience varying levels of engagement (activation) and positivity (valence).
- inVibe's linguistic experts noted meaningful differences in how patients described "How I Feel," "What I've Learned," and ultimately, "Who I Am." These subtle patterns in word choices and intonation can help

deepen our understanding of the patient experience as well as explain, and even predict, behaviors.

In addition to capturing patients' responses to thought-provoking questions, inVibe's linguistic experts leverage AI to extract powerful insights from the voice data. You can access all the patient stories that were captured at ThePatientVoice.com.

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