



Digital patient engagement

Complex therapies require close patient engagement and support along their treatment journey. Digital support tools at critical inflection points can help the patient feel empowered and cared for. We help you find those critical points and design digital assets to support your patient engagement needs.

Scientific innovations have been progressing over the past decade, giving rise to very complex treatments for patients with rare and orphan diseases, as well as oncology patients. These complex treatments require a keen understanding of pre and post diagnosis to treatment and post treatment. Physicians are continuously learning about the symptoms and diagnosis of this group of patients who may traverse several doctors from the GP to eventually getting to a specialist.

Interventions may have happened along the way that were perhaps not necessary. The opportunity for early diagnosis can mean life years gained and often this is the first hurdle for many rare disease patients. Such complexity means going beyond the rudimentary patient journey.

Designing engagement for optimal care

An effective way to deliver optimal patient value is to approach the problem from a “Human-Centered Design” perspective. With human centered design (HCD) the process enables teams to conceive and form a solution for an identified problem through an interdisciplinary and iterative approach focused on understanding and meeting human needs.

In the patient journey space, we work with our clients while the product is still in clinical trials or is already in market and there is a compelling need to act on real world experience for better patient support or engagement.



Rare and orphan disease patients can experience a long road to diagnosis and treatment.

How can you help reduce if not ensure the journey from pre-diagnosis to diagnosis and treatment is shaped with valuable tools and information in our digital age?

Start shaping care tools while your product is still in R&D. CGI can help to inform your digital patient engagement program.

How do we help you create digital companions or support tools?

- In cases where you already have a mapped patient journey, we review key inflection points through a thorough framework and together, identify those golden opportunity areas where a digital asset could bring more value to the patient. We then help develop such assets.
- In cases where your product is still in R&D, it is the optimal time for our HCD teams to engage with you to develop the optimal patient journey, identify the key areas for digital support while our technology team bring the best ideas and tools based on the patient needs. While in R&D, we can create a minimal viable product (MVP) for trial and scale at product launch.

Do you have a need for digital patient engagement support? Is your product still in the clinical trial phase?

It's time to start the conversation about your patient engagement objectives and explore how CGI can help you deliver value add support while patients focus on their treatments.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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