Patients are becoming increasingly vocal and active in managing all aspects of their conditions, demanding high quality independent information, having a dialogue with healthcare professionals and sharing their experiences in patient blogs and communities. What does this mean for pharma?

What techniques will ensure that you really understand the patient’s perspective, to enable effective partnership?

As the rise of patient power transforms the healthcare environment, are your patient journey mapping methods fit for purpose for your marketing planning?

How can a patient-centric selling approach best be developed?

Find answers to these questions and more on developing a truly patient-focused approach in the full highlights presentation.

For your copy, please contact Roz, roz.aberymaree@uptakestrategies.com +44 (1753) 839 377

Lori Schneider - the first person with MS to summit Everest. Also a teacher, professional speaker, an advocate for people living with MS and Parkinson’s Disease, and author.