

Effective Communication Strategies

Relevant information
for pregnant and
lactating women

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Inspired by **patients.**
Driven by **science.**

Agenda



Insights and challenges



Understanding different audiences:
patients and healthcare professionals



Effective communications strategies
and recommendations



Insights and challenges

The family planning process is perceived to be long and challenging



Three key findings emerge across the pregnancy journey

1. Women desire to **plan** – both in order to manage their disease overall, but especially with regard to family planning
2. Women express **fear** across all stages of the family planning journey
3. Women have **unmet** needs related to various stages of the family planning journey

There is a significant unmet need for **education and communication** to women, partners and providers about family planning.

Pregnant and lactating women living with a serious and chronic illness experience unique challenges

CHALLENGE 1

Limited information on the **impact of uncontrolled disease** on pregnancy outcomes

CHALLENGE 2

Limited information to **inform benefits and risks of medications** used during pregnancy and lactation

CHALLENGE 3

Poor and inconsistent communication of **benefit-risk of medicines** used by these women





Understanding
different
audiences:
patients and
healthcare
professionals

Women turn to social media and online forums to learn about pregnancy experiences

Most women bypass their physicians and look to peers for advice

- Women feel this is a more viable way to get personalized, useful information *quickly*, as these individuals are similar to them and are living with their disease, unlike their providers
- Patient advocacy groups are seen as a trusted source on the specific condition they are managing



Online forums and social media are critical channels of information for patients:

- Patients share their experiences with disease management and family planning
- Social media is a huge part of patients' lives, from Instagram to blogs
- Online influencers such as bloggers are also sought after sources of information



“ I do my own research, NPF definitely. I talk to my girlfriends, see what they've done. I have a group of PsO sisters, we all have PsO and we are bonded very closely. ”

– PsO Patient, San Francisco

Healthcare providers follow regulators and guidelines, motivated by thought leaders and reimbursement



Most healthcare providers (HCPs) will revisit risk/benefit assessment if FDA and clinical guidelines clearly point the way

- Many will still need education on special pregnancy treatment challenges and will only adjust practices if regulators/guidelines are specific, definitive and evidence-driven



Early adopters and influential thought leaders will lead real change in integrating pregnancy planning and disease management

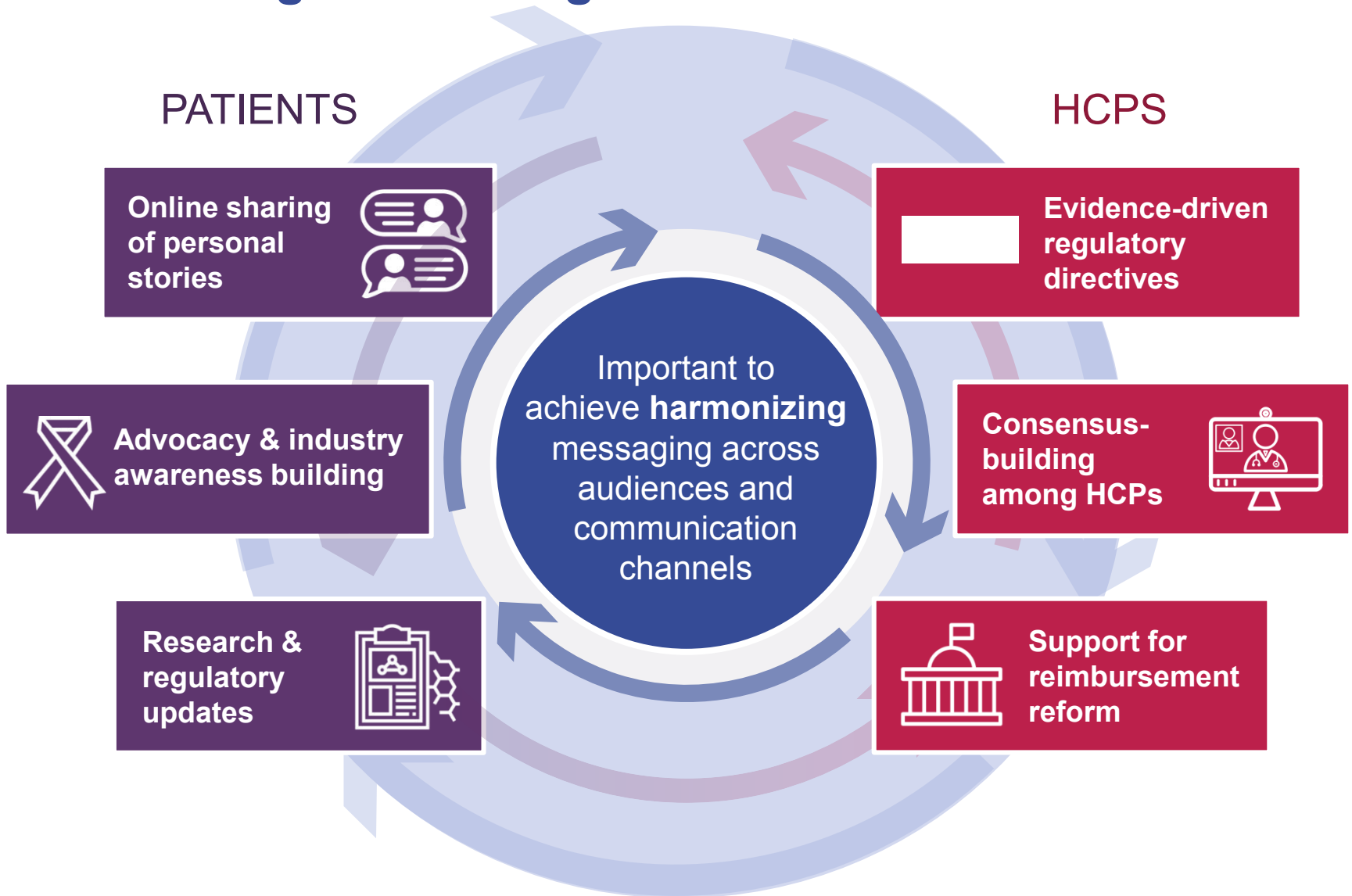
- Targeted, consistent, and evidence-based communications are key for thought-leaders through HCP-favored venues – consensus-building activities at medical conferences, specialist and industry trades, emerging HCP social media discussion platforms, and online influencers (typically other prominent thought leaders)



Public and private insurers are the final communications challenge to overcome in motivating HCP change

- Payors and employers coverage decisions should be based in science to reflect the best pregnancy outcomes

Harmonizing the message across audiences





Effective communications strategies and recommendations

Effective communications framework

Meaningful change is achieved with a carefully crafted communications strategy



American Gastroenterological Association-UCB Partnership



Challenge: Currently, there is lack of accessible and accurate information available to WoCBA with inflammatory bowel disease (IBD) about the risks of and opportunities for starting a family

UCB Approach: Collaborate and co-create a multi-year partnership with the leading professional organization in gastroenterology, The American Gastroenterological Association (AGA), to create accessible and accurate information for WoCBA with IBD and foster discussion

Output: Through the partnership, AGA and UCB are focused on:

Research - Create a base of knowledge on issues that face women of childbearing age and health-care providers, ensure campaign materials resonate with patients and HCPs (GIs and OBs), and measure the impact of our educational interventions on patients that leads to a clinical pathway

Coalition and Consensus Building - Organize an in-person meeting of experts to finalize recommendations for inclusion in a series of clinical tools to improve care for women with IBD

Provider/Patient Outreach - Create an educational/outreach campaign targeted at women and partners of childbearing age and the physicians who care for them

Strategic
Partnerships

Evidence
Generation

Advocacy
Activities

Clear and harmonized communications between all players is key for comprehensive and coordinated care

