

Virtual patient communities: same issue, different countries. What can we learn about compliance?

1 Introduction

Virtual Patient Communities (VPCs) offer insights about patients, diseases, and medical cultures.

We look at three VPCs: Invitro Fertilization, Type 1 Diabetes, Autism Spectrum Disorder...



... across three contrasting medical cultures



2 Research Questions

1 What can pharma manufacturers and HCPs learn from VPC data, if a cross-country comparison is available?

2 What are the driving forces in VPCs? What topics concern the patients?

3 How can VPCs help pharma manufacturers and HCPs assess and help overcome compliance issues?

3 Methodology

New Dictionaries created in English, Russian & German to measure

- Health Literacy
- Self-Efficacy
- Patient Activation
- Compliance

Text analysis program developed.
VPCs data retrieved and analyzed using the text-analysis program.

Initial plan

Data analyzed using Existing and New Dictionaries

Existing Dictionaries retrieved

Data collected using a scraper

VPCs identified

Final Outcome

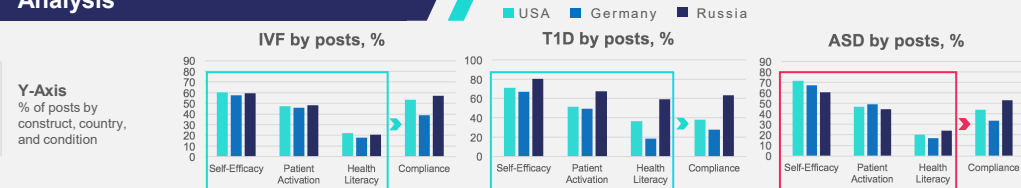
3.3 Dictionary language comparison run

3.2 New Dictionaries created

3.1 Constructs identified

Creating new dictionaries

4 Analysis



5 Conclusion

Hypotheses

1 Patient's health literacy, self-efficacy, activation influence compliance.

True for all countries

True for technically-demanding procedures

False for emotionally loaded procedures

2 Treatment protocol compliance varies across medical cultures.

Countries with a patient-centered medical culture such as the USA are characterized by higher patient's compliance.

True, but different than expected: Highest compliance in Russia – 58% of all posts.

Factual insights

- Self-Efficacy is the most discussed topic regardless of condition or country.

Methods findings

- No existing dictionaries that can detect health literacy, self-efficacy and patient activation in written texts in any language.
- Creating dictionaries parallel in various languages helps get the best result.

