

How can you improve compliance among glaucoma patients?



ALCON GLAUCOMA PATIENT RESEARCH & COMPLIANCE STRATEGY

Design Research and Product Visioning

When patients are adherent, they take their therapies correctly, on the right schedule, and for the prescribed duration. Alcon, a market leader in glaucoma eye treatment, recognized that most approaches to addressing medication adherence problems were not effective and it was time for a new approach. Alcon challenged us to help them think about patient treatment and adherence in a new way—one that is centered on patients and their needs in the context of their daily lifestyle.

To garner this insight, we conducted in depth interviews with thirty Glaucoma patients and observed them as they went about their daily regimen routines. We discovered that it was not a lack of motivation that kept patients from adhering to their regimen. Instead, it was a lack of a clear therapeutic path to preventing blindness and stopping the disease in its tracks. We identified key barriers to patient adherence, including failure to renew prescriptions, forgetting to follow a proper schedule, and physical limitations when administering eye drops.



Our key insight centered around the fact that adherence was much more than a medication packaging issue; it was a systemic problem that involves a network of stakeholders, product and packaging systems, and communication systems.

We leveraged the user profiles and design principles to generate over 100 adherence ideas. These most viable concepts were refined and grouped into three new product platforms and charted on a development roadmap. The first initiative on the roadmap was to develop a packaging system for Alcon's new single dose eye medication platform. Drawing inspiration for user profiles, we envisioned six new packaging concepts integrating reminders, ease of use, convenience, feedback and motivational features. The prototypes were used to communicate with and align stakeholders around a common vision for compliance packaging and ways in which design can elevate its role in creating value for Alcon's customers.



Research & Design by THRIVE partner Trent Kahute, while at Radius Product Development, Inc.
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