



CLIENT WORK CASE STORY



+ FORWARD +  Bristol Myers Squibb



LIFT partnered with leading pharmaceutical company Bristol Myers Squibb and a patient advocacy organization FORWARD—The National Databank for Rheumatic Diseases to conduct a post-marketing, mixed methods study grounded in ethnography to explore the burden of disease (safety and lived experience) for adults living with Rheumatoid Arthritis (RA).

There are innumerable traditional quantitative and qualitative studies aimed at understanding burden of disease (BOD) in the RA space. However there have been few efforts to corroborate and correlate the results of the two different methodologies using ethnography.

RA is traditionally assessed using standard surveys/questionnaires to evaluate clinical progression, outcomes, and physical function. While these methods uncover a great deal of information, they are often unable to delve deeper into the lived experiences of RA, which are important to the patient but are rarely quantifiable.

This study employed a mixed method design, combining quantitative research analysis with ethnographic in-home interviews with adult patients with RA. We observed and interacted with patients and their family members in the context of their everyday lives. Participants also completed a questionnaire that combined the Health Assessment Questionnaire and the Visual Analogue Scale for pain and fatigue.

The insights team developed a comprehensive narrative that was shared with our client partners through a set of deliverables. Those outputs took the form of a designed ethnographic insights report, 2 published manuscripts, multiple patient personas, a detailed patient journey map, and a documentary film. Our client partners also gained a rich understanding of RA patient and caregiver perspectives on the coping strategies required to live with chronic pain, the factors that affected their feelings of success, the validity of patient-reported measures, and more.

WORK PERFORMED

- + Ethnographic Observation
- + Mixed-Methods Research
- + Journey & Expectation Mapping
- + Published Abstracts & Manuscripts (See Below)
- + Exhibition Posters
- + Documentary Filmmaking

MANUSCRIPT CITATIONS

- + Shaw Y, Zhang C, Bradley M, Simon TA, Schumacher R, McDonald D, Michaud K. Acceptability and Content Validity of Patient-Reported Outcome Measures Considered From the Perspective of Patients With Rheumatoid Arthritis. *Arthritis Care Res (Hoboken)*. 2021 Apr;73(4):510-519. doi: 10.1002/acr.24156. PMID: 32004411
- + Shaw Y, Bradley M, Zhang C, Dominique A, Michaud K, McDonald D, Simon TA. Development of Resilience Among Rheumatoid Arthritis Patients: A Qualitative Study. *Arthritis Care Res (Hoboken)*. 2020 Sep;72(9):1257-1265. doi: 10.1002/acr.24024. PMID: 31282121

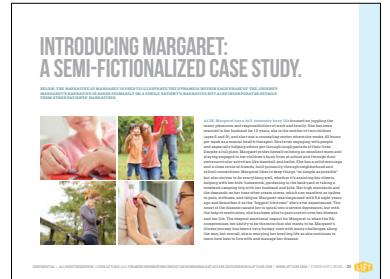
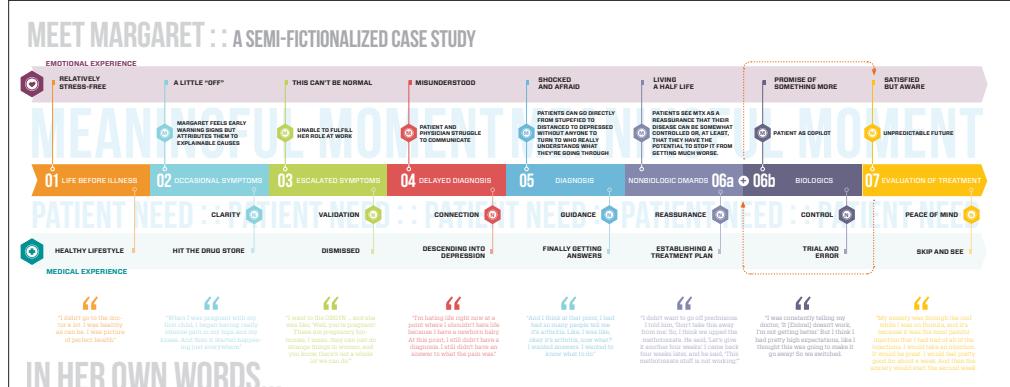
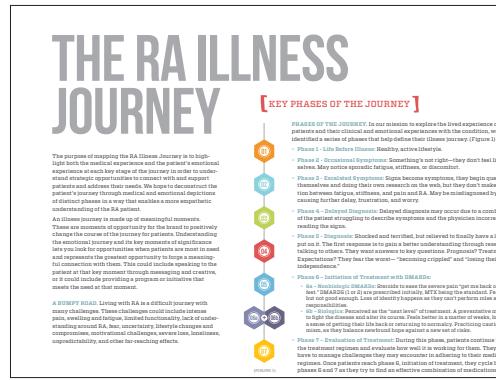
WORK SAMPLES

Mixed Methods Research

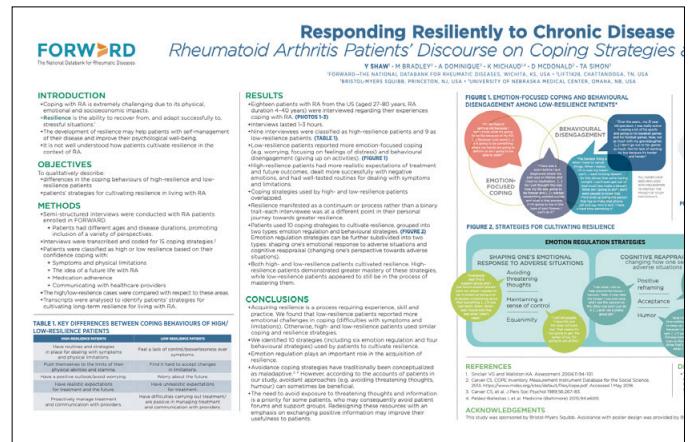
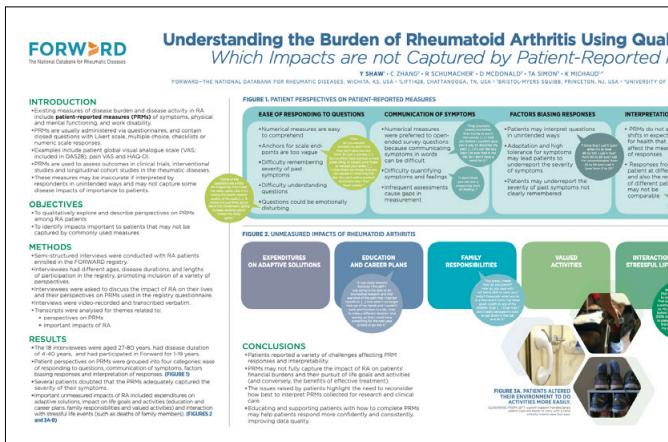
Uncovering Burden of Disease

The Ethnographic in-home immersions were conducted with adult patients with RA. We observed and interacted with patients and their family members in the context of their everyday lives. Participants also completed a questionnaire that combined the Health Assessment Questionnaire (HAQ) and the Visual Analog Scale (VAS) for pain and fatigue.

PERSONAS & JOURNEY MAPS



EXHIBITION POSTERS



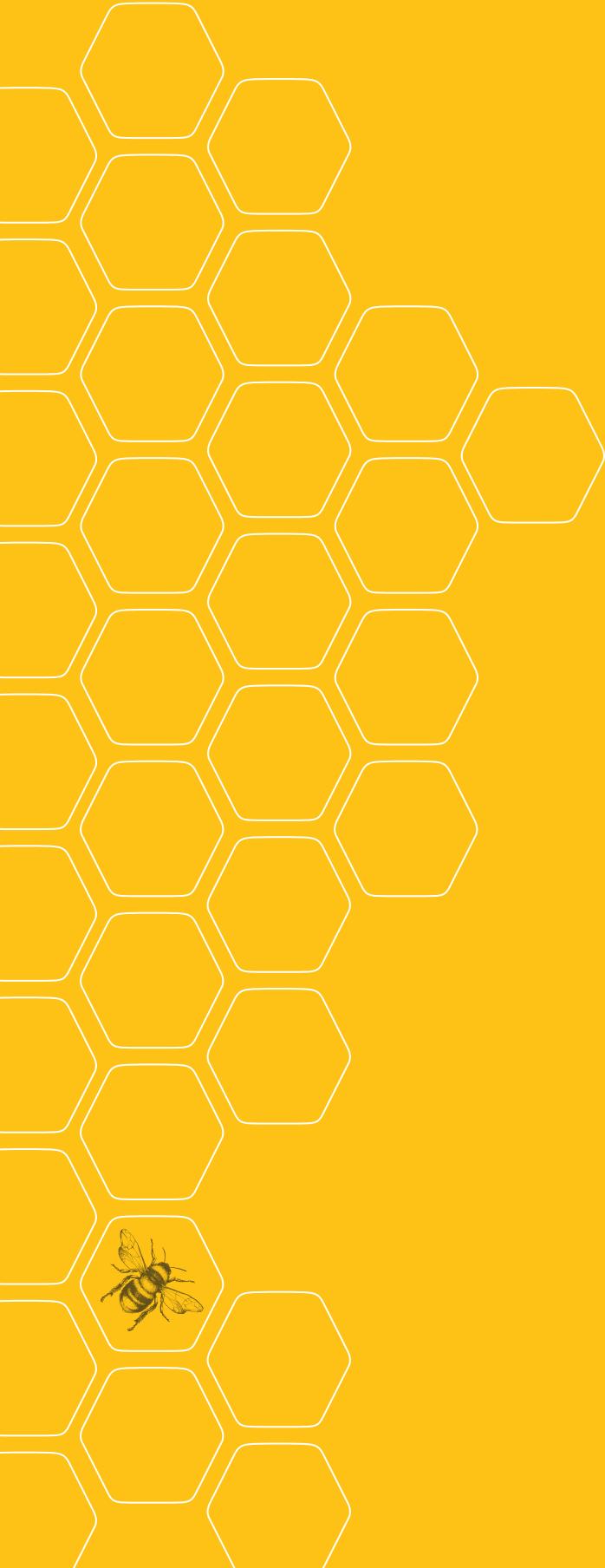
DOCUMENTARY FILMMAKING

You Can't See Arthritis (Click Thumbnails to Open Video Player)

Living with RA is a difficult journey with many challenges. We found that RA patients may use more than one coping strategy, depending on the moment, but typically one or two of the strategies are used most often, depending on the individual's own values and mental makeup.



THANK YOU



Our mission is your mission.

To UNDERSTAND the community you serve through a lens of human centeredness.

To THINK about and maximize the impact your strategy can have on business goals as well as consumer competency, well-being, and community health.

To IMPACT positive financial, clinical, and strategic outcomes while educating and nurturing a more competent and loyal community of healthcare consumers.



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