

WE KNOW WHAT IS HOLDING CKD BACK. AND WE KNOW HOW TO MOVE IT.

We've been actively involved in CKD across Europe, undertaking research and analysis to understand how the care pathway in different settings will respond to the new wave of treatments coming through.

We've been able to identify critical moments and the drivers of key decisions to help inform what growth momentum will take in different countries.

INSIGHT. STRATEGY. ACTIVATION. IMPACT.



01 | DECODE

Understand what is really happening

We have investigated how CKD care works in practice across European markets, following the patient through identification, monitoring, treatment and escalation, and understanding where the pathway differs from intended standard of care.

Our work has identified where risk remains insufficiently visible, where monitoring can become the default, and the moments, signals and behaviours that determine whether patients progress towards treatment optimisation.

EXPERIENCE INCLUDES:

- Pan-European HCP and patient research
- Pathway mapping of current patient experience
- Confirmation of the gaps in current standard of care
- Mapping critical bottlenecks and moments that matter
- Confirmation of the key drivers of behaviour



02 | DESIGN

Identify what needs to change

We have translated pathway insight into practical launch strategy, defining which patients are most actionable, what signals can trigger treatment review or escalation, and how roles need to work across primary care, cardiology and nephrology.

Our work has examined the conditions required to make escalation achievable, including who sees the patient, who owns the decision, and what builds confidence to act.

EXPERIENCE INCLUDES:

- Development of actionable priority patient profiles
- Identification of clinical and behavioural triggers for escalation
- Definition of decision ownership and care pathway roles
- Strategic recommendations for launch and lifecycle planning



03 | DEPLOY

Create the conditions for action

We have used these insights to shape how engagement should work before and around launch, focusing activity on the specific pathway impediments that need to be overcome.

This has included identifying where education, disease awareness, stakeholder engagement and omnichannel activity can make risk more visible, build confidence in the next step and help create the conditions for appropriate patients to progress towards treatment optimisation.

EXPERIENCE INCLUDES:

- Priority areas for pre-launch engagement
- Omnichannel planning focus
- HCP education and engagement needs
- Disease awareness work to create the right launch conditions

JOINED-UP
THINKING
FOR A HEALTHIER
TOMORROW

FROM PATHWAY FRICTION TO PATIENT PROGRESS.

Understand where CKD stalls. Define what needs to change. Create the conditions that help appropriate patients move forward.