THE KEYS TO A CONSUMER CENTRIC ORGANIZATION

Irene Fernández
Global Sr. Team Leader Product & Consumer Insights
Danone is a global food company with 4 divisions
Bringing health through food to as many people as possible
PIONEERING NUTRITIONAL SOLUTIONS
In 2050 20% of the population will be aged 60 or over.

One out of three patients admitted to European hospitals are malnourished.

Millions of people in Europe are at risk of malnutrition.
Medical nutrition

A unique position

- Medically endorsed
- Food for Special Medical Purposes (EU)
- Composition based on patient need
- Scientifically proven
- Often reimbursed
MEDICAL NUTRITION OCCUPIES A UNIQUE POSITION

* Food for Special Medical Purposes (FSMP) in the EU
WE ARE SPECIALISTS IN TWO TYPES OF MEDICAL NUTRITION

**Oral Nutrition**
For patients able to eat some normal food but unable to meet all their nutritional needs

**Enteral Nutrition**
Nutrition delivered via a tube into the gastrointestinal tract, for patients who can no longer eat or swallow
Our ambition to establish Nutrition as an integral part of healthcare.
HOW DO WE DRIVE PATIENT UNDERSTANDING & ENGAGEMENT AT DANONE NUTRICIA RESEARCH?
WHY?

To have a common understanding of the patient across all functions

To look at a disease through the eyes of a patient

Identify the needs of the patients, HCPs, caregivers and other stakeholders along the journey
PATIENT CENTRIC APPROACH: THE JOURNEY

1. Organizational mindset change
2. Connection with patients and HCPs
3. Co-create & co-develop with patients
4. Patient Journey mapping
OUR PATIENT CENTRIC APPROACH
WALKING IN THE PATIENT’S SHOES

...CHANGING THE MINDSET OF THE ORGANIZATION

Immersive employee initiatives aim at educating employees about what it’s really like to be a patient.
WALKING IN THE PATIENT’S SHOES... (2 EXAMPLES)

Experiment:
Asked the team to take one Nutricia product for 1 week as a FSMP (2 bottle per day / sip) + small questionnaire of product experience
FOCUS ON BETTER UNDERSTANDING THE PATIENT

...CHANGING THE MINDSET OF THE ORGANIZATION
PATIENT VALUE JOURNEY

A PATIENT JOURNEY MAP IS AN OVERVIEW OF THE DIFFERENT STAGES A PATIENT IS EXPERIENCING DURING THE PROCESS OF HEALING IN COMBINATION WITH THE PEOPLE AND SERVICES THAT THE PATIENT MEETS.
A 3 STEP METHOD

PVJM

Journey Mapping

Identifying opportunities

Planning for solutions

Understand their experience x-functionally
Drivers & barriers to medical nutrition
Functional & emotional journey
Unmet needs of patients & families

Moments that matter (bigger impact)
Business opportunities
Value points
Potential opportunities

Potential opportunities into ideas & actions
Disrupting innovation workshops to build new game changing solutions:
Products, packaging, devices, services, digital tools, evidence,…
Concrete plans: what, how, when, who
KEY LEARNINGS

- Shift a company’s perspective from inside-out to outside-in
- Break down silos to create one shared, organization-wide vision
- Assign ownership of key touchpoints to internal departments
- Target specific customers
Thank you
Any questions?