

Market Influences on Innovation for People with Palliative Care Needs

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Wednesday, 12th June 2019

Introduction

- Innovation in palliative care is a necessity as there is a continuous need due to illnesses and terminal diseases that is driving the demand for palliative care.



Focus of Innovation in Palliative Care

- Improving the quality and value for patients
- Reduce harm
- Improve access
- Increase efficiency
- Eliminate waste
- Maximise value for money.

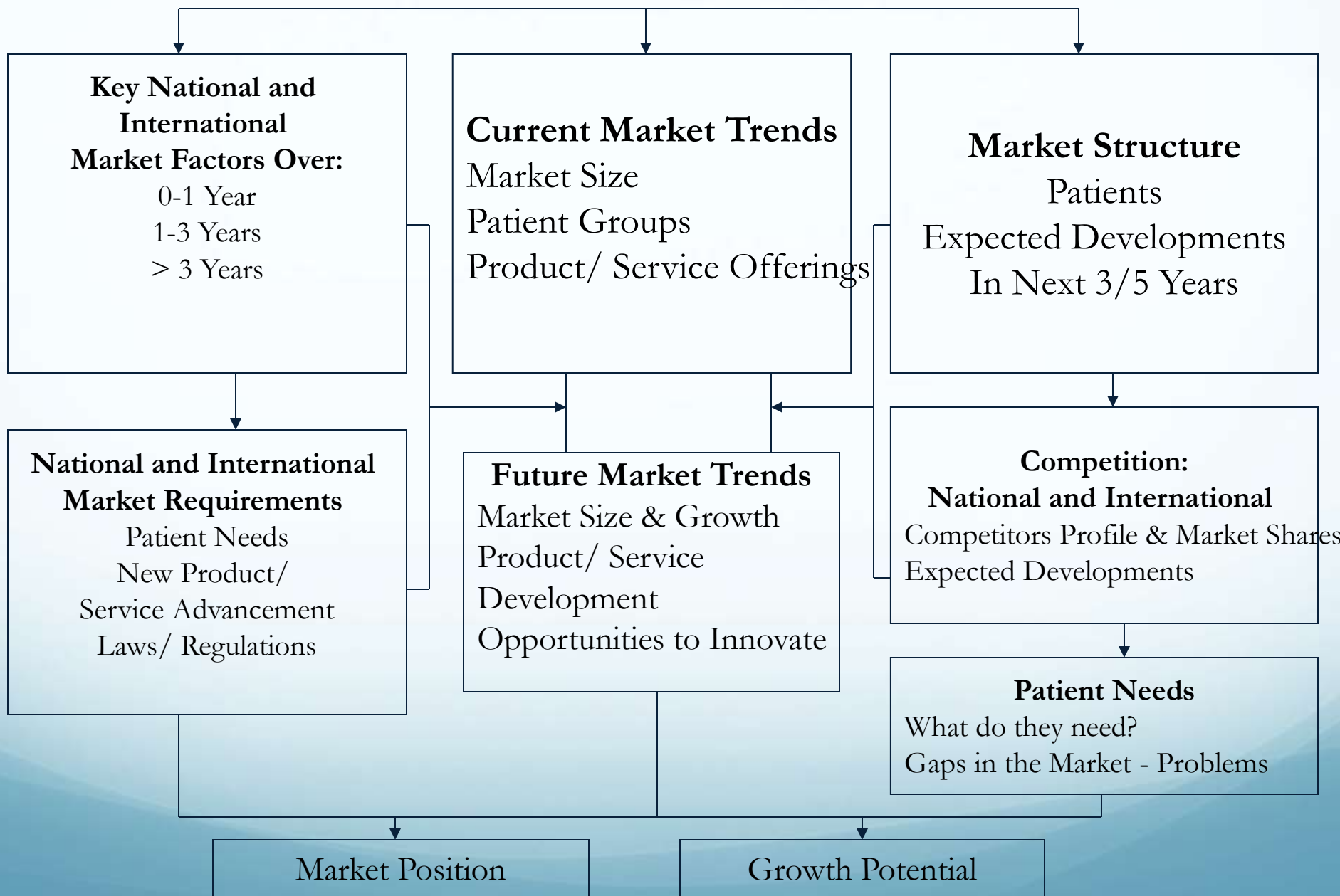
Role of Marketing on Innovation

- Effective marketing provides various ways to understand patient needs such as:
 - broad market research
 - market and patient analysis
 - patient interactions
 - medical consultants as innovators.
- Effective marketing requires the ability to translate the expert knowledge to meeting an existing patient, and market need so the true value can be established.

Role of Marketing on Innovation

- Since patient needs are constantly changing, the marketing approach undertaken needs to create value.
- Value is created by tapping into unique opportunities and being highly sophisticated in the use of modern marketing techniques.
- Enhances the market position by identifying and exploiting novel opportunities that meet patient needs.

Market and Patient Analysis in Palliative Care



Conclusion

- Doing what has always been done is not sustainable in today's environment as it will only achieve a system that is inefficient, ineffective, inequitable and unaffordable.
- Palliative care is a necessity and innovative activities that are market and patient focused are major sources of intelligence that facilitate opportunity recognition and innovation within palliative care.

Thank You