Patient perspectives on medical communications in Asia

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17 September, 10:30 PM NYC
18 September, 8:00 AM Mumbai
18 September, 10:30 AM Beijing
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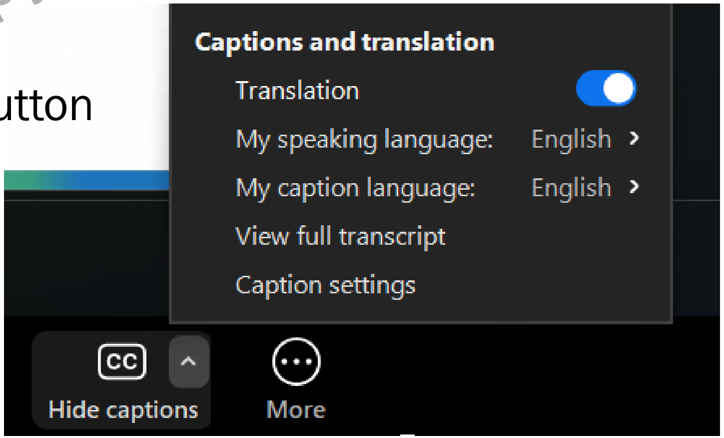

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How To Ask Questions

Feel free to ask a question at any time, however all questions will be held until the end of the presentations.

To ask a question, open the Q&A window, type your question into the Q&A box. **Click Send**

Note: Check **Send Anonymously** if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)

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Save the date!

2026 Asia Pacific Meeting of ISMPP

September 17, 2026

Hong Kong

2025 ISMPP Academy

November 13-14
Boston, MA

What topics are covered?

- Publication planning
- Visual communications
- GPP, best practices, SOPs
- PLS/PLSPs
- Practical AI
- Small group activities

Who should attend?

- Biotech, Small pharma and Medical device teams
- Newer to med pubs/comms
- Team knowledge-sharers
- Anyone who wants to build their expertise!

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2026 European Meeting of ISMPP

26-28 January
London, UK

9 September

Registration, Exhibits and Sponsorships Open

3 October

Session Proposal Submission Deadline

17 October

Abstract Submission Deadline

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Objectives

- To explore how patients in Asia receive, access, and consume medical information, the barriers they face, including their opinion toward communication platforms
- To explore how patient materials are developed in the region
- To understand the perception and attitudes of patients with rare disease toward medical communication in the region

Today's faculty

Sharon Lee
Consultant (Medical Communications)
Costello Medical

Clarinda Cerejo
EUPATI Fellow and
Patient Engagement Consultant

Phua Wee Seng
Executive Director and Chief Rare Advocate
Rare Disorders Society Singapore (RDSS)

David Wang
Senior Account Director
Parexel

Understanding the unmet need in patient-centric medical information in China: a patient, HCP, and pharma survey

David Wang

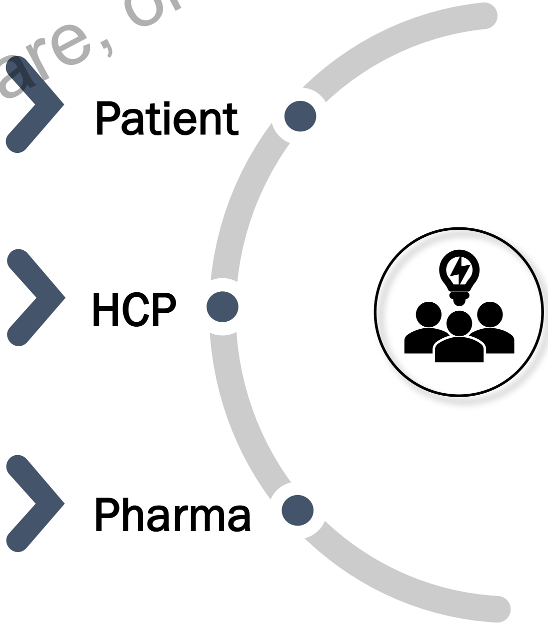
Parexel

Key objectives of each survey

- Do patients seek medical information?
- Where do they access their information, and how frequently?

- What disease- or treatment-related medical information is important for patients to access?
- What are the observations and opinions regarding medical information platforms?

- What patient-centric medical communication materials are currently being developed by the industry?
- To understand the perceptions and attitudes towards using patient-centric medical information materials



HCP, healthcare professional.

Key takeaways from the surveys

Similarities | **versus** | **Differences**

Patient Survey: N=300

Similarities

95% patients seek information

WeChat was the easiest to understand and most common

Most interested in **"treatment effectiveness"**

Also interested in **"latest clinical research"**

Main barriers: not knowing where to look, complex content

Differences

44% still prefer **medical publication platforms**

Conflicting perceptions: Medical publication platforms are seen as the most difficult to understand, but 49% still ranked them easy to understand

"Updates to treatment guidelines" and **"opportunities to participate in clinical trials "** were the least important

HCP Survey: N=300

Similarities

95% said it is important for patients to access information

Social media channels and mobile health apps are perceived to be the most popular information source and are easiest to understand

"Treatment effectiveness" is most important

"Latest clinical research" is also important

Main barriers: not knowing where to look, complex content

Differences

Only **2%** viewed medical publication databases as their preferred sources

Just **12%** thought medical publication platforms were easy to understand

"Updates to treatment guidelines" were also seen as important

Pharma Survey: N=322

Similarities

95% believe it is important for the industry to develop patient-centric medical communications

WeChat was most frequently used, but other social media channels were used less*

"Latest clinical research" information was developed most*

"Management and treatment of side effects" and "health and lifestyle advice" were 2nd and 3rd, respectively

"Treatment effectiveness" information is also being developed, but ranked 4th (40%)*

Differences

Only **18%** were currently developing patient-centric medical communication materials in their roles

Content regarding **"updates to treatment guidelines"** are being developed*

Main barriers to developing materials: responsibilities not involving patient communications, lack of opportunities to engage with patient groups, budget constraints, and lack of understanding patients' needs

*Only 58 respondents answered "Yes" to developing patient-centric medical communication materials and so these results may not provide a complete picture.

Summary

- Most patients seek medical information to be more active in making decisions about their health. HCPs agree that this is important, and the industry recognizes the importance of developing such materials for patients
- Seeking medical information on social media and mobile health apps are popular among patients as the content is easy to understand; this is recognized by HCPs. It appears that WeChat is the main platform that the industry uses to engage patients
- Patients also view medical publication platforms to be useful, given their credibility and peer-reviewed nature of the published literature. However, the content appears to be more difficult to understand. Unlike patients, HCPs did not perceive this channel to be popular, and it is not widely used by the industry to convey information to patients
- Patients are interested in “treatment effectiveness” and “latest clinical research” content. However, HCPs also perceived treatment guidelines to be important, and this content is being developed by the industry

Scan the QR code to access posters of the surveys

Patient survey

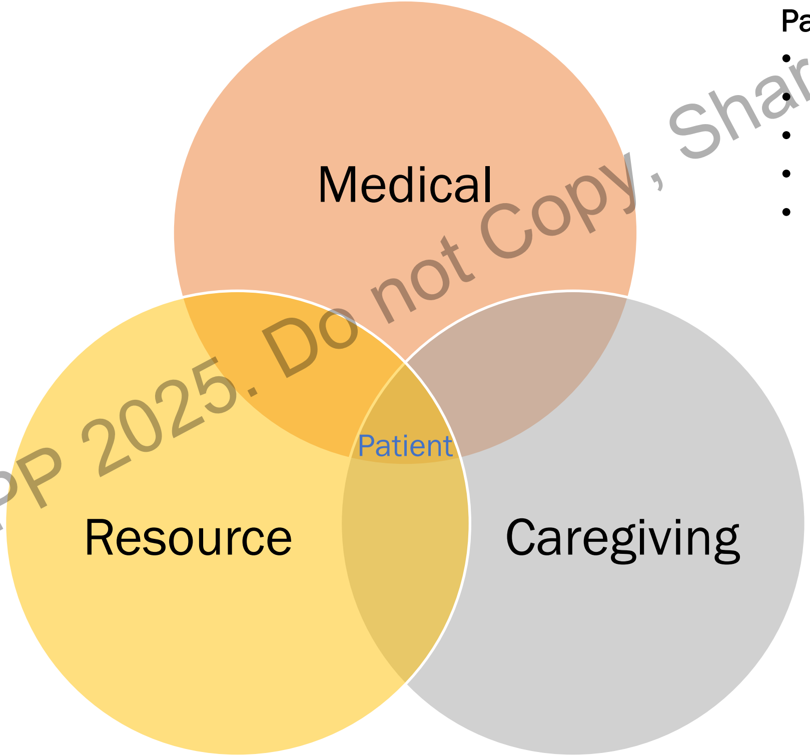
Pharma survey

Optimising medical communications for the patient – the rare disease patient perspective in Singapore

Phua Wee Seng

Rare Disorders Society Singapore (RDSS)

Optimising medical communications for the patient – the rare disease patient perspective in Singapore



Patient
- Functional ability
- Family background
- Tradition & language
- Educational qualification
- Inclination to learn

Medical Information

- Healthcare Professionals (doctors, nurses, pharmacists, therapists)
- Disease database (e.g. www.nih.gov)
- Patient Organisations (e.g. www.rarediseases.org)

Caregiving Information

- Patient Support Groups (e.g. Rare Disorders Society (Singapore))
- Community Organisations (e.g. CaringSG, Caregivers Alliance)
- Online Resources

Resource Information

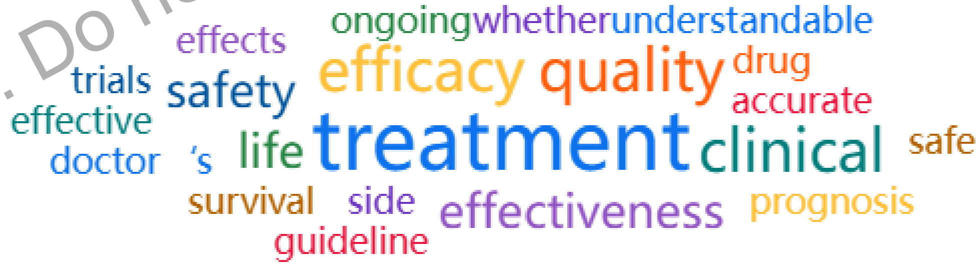
- Healthcare resource
- Community resource (e.g. Rare Disorders Society (Singapore))
- Education resource
- Employment resource

Quick Poll: Results

Imagine if you are a patient…

What information is most important to you now?

Safety
Whether treatment is effective and safe
The doctor's quality.
Survival and quality of life
Accurate, understandable
Treatment Effectiveness
Ongoing clinical trials
Treatment
Treatment efficacy.
Quality of life
Clinical efficacy
Side effects and efficacy of a drug
Effectiveness safety
Clinical guideline



Engaging patients in India – societal norms and cultural nuances

Clarinda Cerejo

EUPATI Fellow and Patient Engagement Consultant

A true story

Source: https://pmc.ncbi.nlm.nih.gov/articles/PMC3130647/

India – a country of paradoxes

>1.4 billion people

At least 9 in 10 lack basic health literacy

Some of the world’s-best hospitals and most skilled experts

47% health expenses out of pocket

BUT

About 86% percent households possess at least one smartphone with internet access

Only 43% rural and 68% urban menstruating women use menstrual hygiene products (such as sanitary napkins, tampons, and menstrual cups)

Sources:
https://www.ceghonline.com/article/S2213-3984(23)00097-0/fulltext
https://pmc.ncbi.nlm.nih.gov/articles/PMC12183295/
https://www.pib.gov.in/PressReleasePage.aspx?PRID=2132330

Impact of diversity

- >1.4 billion people
- 22 official languages
- Multiple religions
- Urban-rural divide
- Gender gaps
- Class, education, privilege
- Alternative/traditional medicine – Ayurveda, Homeopathy, Yoga & Naturopathy, Unani, etc.

NO “ONE-SIZE-FITS-ALL” APPROACH

Cultural nuances and societal norms

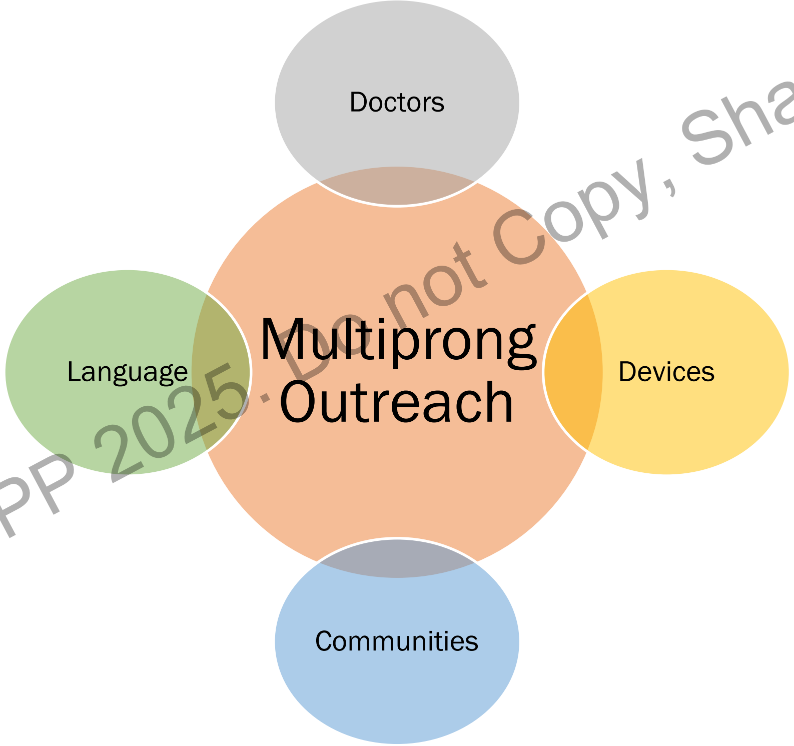
- Highly religious society
- “Doctor is God” attitude
- High level of stigma and secrecy around issues like women’s health, sexuality, cancer, and mental health
- Delayed presentation – home remedies, traditional methods, religious healers, advice from elders
- Cost-conscious, suspicious of modern medicine
- Patriarchal and family oriented – elders make decisions, families as gatekeepers

Challenges with patient engagement

- English as the primary medium of medicine, which only 6-10% of Indians understand
- Lack of clinician training in communication and empathy
- Overburdened systems; lack of time
- Extensive diversity requires deep individualization
- “Doctor is God” attitude — patients themselves resistant to engage
- Reliance on communities (familial, regional, religious) as sources of trusted information

Source: https://www.thehistoryofenglish.com/how-many-people-in-india-speak-english

Opportunities for medical communications



Multiprong Outreach

Doctors

Language

Devices

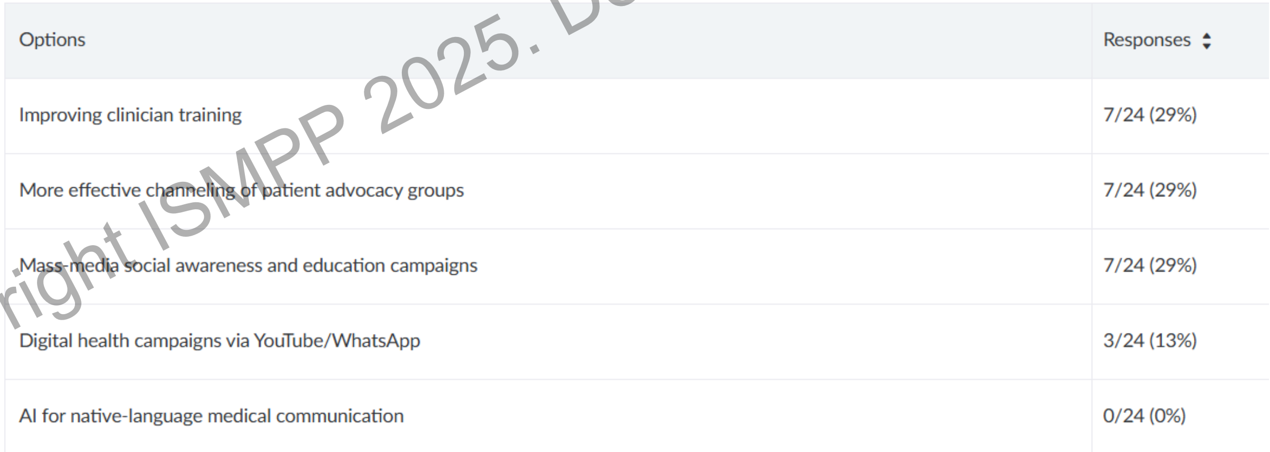
Communities

Opportunities for the system

- Incorporate empathy and shared decision-making training as compulsory elements in medical school and CME
- Build public trust and visibility of patient advocacy groups as a conduit for reliable information
- Mass media campaigns to address "Doctor is God" attitude, promote patient autonomy and shared decision-making
- Teach medical self-advocacy as a life skill (schools, communities) from childhood
- Leverage digital/internet penetration for medical education via WhatsApp/Youtube to improve health literacy
- Use AI to enable multi-lingual medical communication via digital technology

Poll: Which opportunity would you choose for highest impact?

- Improving clinician training
- More effective channeling of patient advocacy groups
- Mass-media social awareness and education campaigns
- Digital health campaigns via Youtube/WhatsApp
- AI for native-language medical communication



Options	Responses
Improving clinician training	7/24 (29%)
More effective channeling of patient advocacy groups	7/24 (29%)
Mass-media social awareness and education campaigns	7/24 (29%)
Digital health campaigns via YouTube/WhatsApp	3/24 (13%)
AI for native-language medical communication	0/24 (0%)

Thank you!

Attendee Q&A

Upcoming ISMPP U Webinars

October 2025:

The Hidden Costs of Inefficient RFI/RFP Processes – And How to Fix Them

November 2025:

AP ISMPP U: AI Use in Publications

ISMPP Podcast: In Plain Cite

September 2025:

Practical Tips for Amplifying Medical Publications Through Social Media

October 2025:

From Conflict to Consensus: Best Practices and Pitfalls in Publication Steering Committees

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