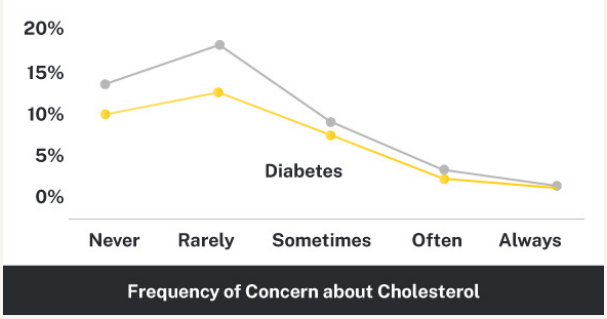
Case Study: Dyslipidemia / High Cholesterol

PGHD delivers valuable insights for cholesterol management

Person-generated health data (PGHD) can lead to deeper understanding and help inform better treatment options



Challenge

The goal was to better understand how individuals living with dyslipidemia / high cholesterol are impacted by their condition in everyday life, including disease management.

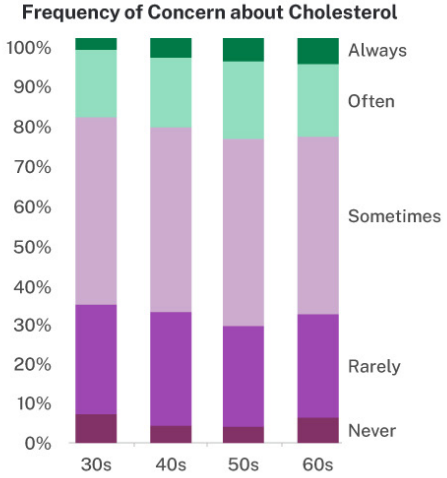
Solution

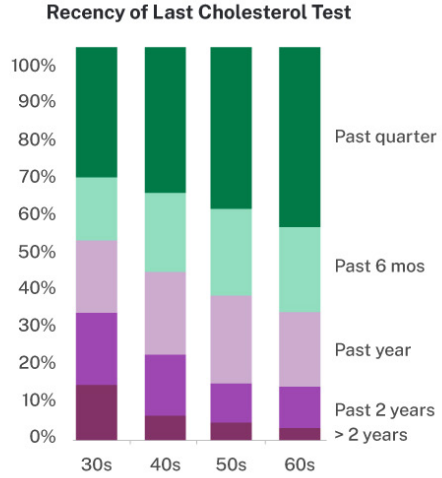
Within one week, Evidation recruited 4,956 individuals with dyslipidemia / high cholesterol from its member community/app by leveraging our **Rapid Insights** solution. In addition to background demographics, participants identified their level of knowledge and perceptions of dyslipidemia, management of their condition, healthcare utilization and impact on quality of life. Of these, 75% reported comorbidities.

Results

Evidation uncovered that individuals who actively manage their cholesterol via select behaviors (e.g. medication adherence, exercise, diet, etc.) reported more frequent concern about their condition and interest in remote options. In addition, older individuals reported testing their cholesterol and taking medication as prescribed more frequently, regardless of how concerned they are about their condition. This may be due to more proactive management of cholesterol and other conditions by providers.

In the figure below, the frequency of concern about their cholesterol was slightly higher for older participants than younger participants. 19% of younger (30-39) participants reported being concerned “often” or “always” as opposed to 24% of older participants (60-69). In practice, older participants get their cholesterol tested much more often. 67% of older participants (60-69) had had their cholesterol measured within six months as compared to 49% of younger participants (30-39).







SEGMENT

The group was able to objectively segment and identify patients by symptom behaviors and general knowledge of condition



IDENTIFY

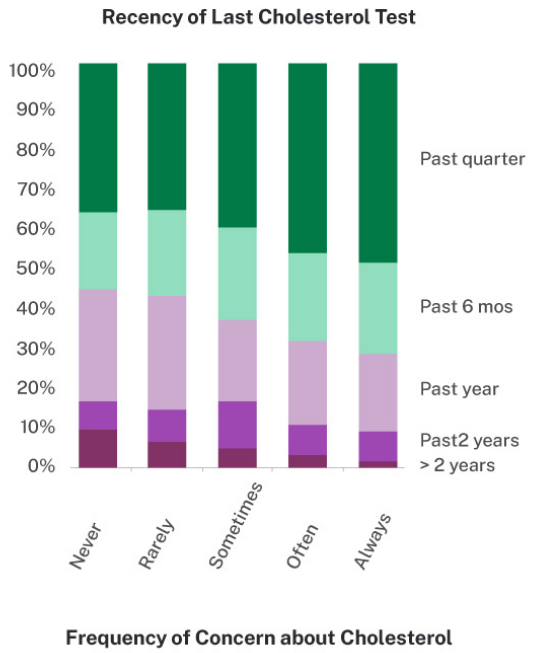
By identifying specific patient behaviors sooner, patients can be put on the right treatment fast



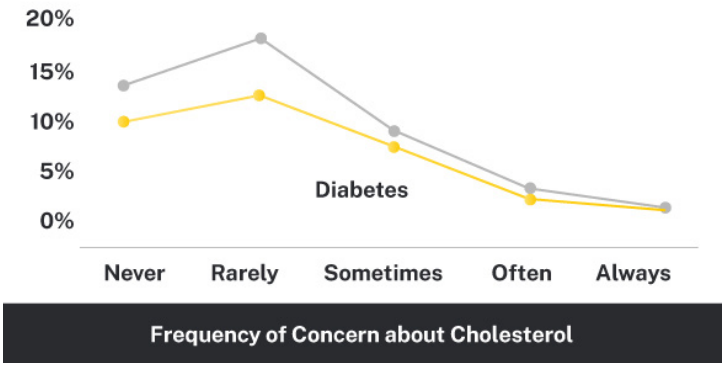
AGILE RESULTS

Actionable insights and information were provided in one week

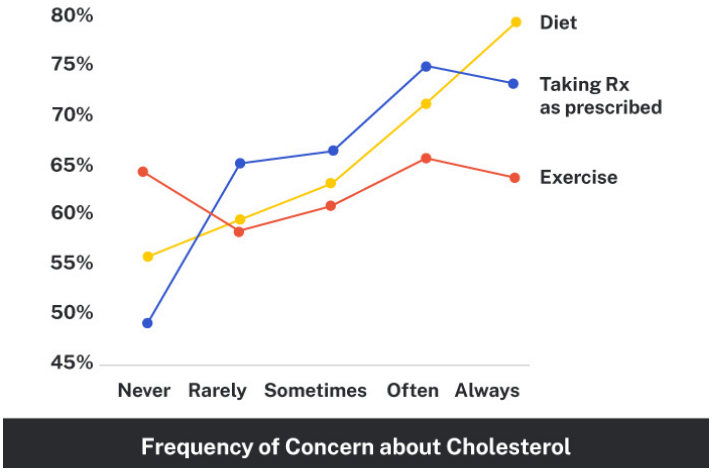
Increased concern about cholesterol is associated with more frequent testing, active management and interest in remote options.



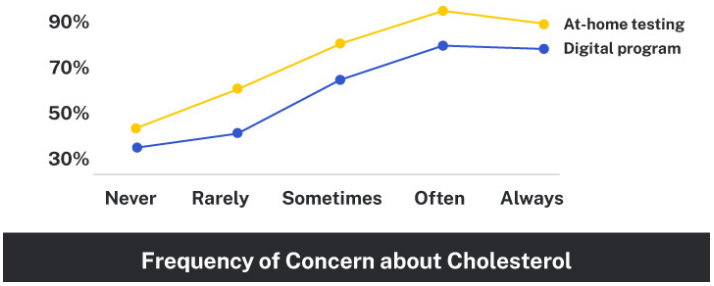
- Amongst participants within the same age group, concern over cholesterol is associated with more frequent testing
- This difference does not appear to reflect differences in underlying health status as individuals who report "never" or "rarely" being concerned with their cholesterol have higher rates of diabetes and hypertension



Even after controlling for age, concern about cholesterol is associated with more frequent testing and active management despite better overall health. The figure below showcases a subgroup analysis of 1,500 participants ages 50-59. For a subgroup, ages 50-59, concern is associated with more proactive management and interest in additional remote options.



- Individuals with more frequent concern report more management behaviors, with the exception of exercising
- Likewise, those with more frequent concern about cholesterol expressed interest in expanding management opportunities with remote options



Rapid Insights: Our solution delivers important and timely patient insights

Evidation's Rapid Insights allows you to engage with our almost 5 million members to quickly develop insights that support product launch, marketing, and market access strategies across a broad array of therapeutic areas. **Learn more** about Rapid Insights now.