



# Crossroad Value

Pharmaceutical companies rightfully want to know if their marketing, promotional, educational and other efforts pay-back and if they deliver **value**. The question is, who says that health-care or drug producers delivered **value**?

**Hypothesis 1:**

The decision if any **value** has been **added** is made by the patient.

**Hypothesis 2:**

Any person the person to that the

becomes a patient because he or she has a problem which makes approach the healthcare system. The then patient's only objective is problem be solved or alleviated – full stop.

**Consequence:**

There is nothing easier than asking the patient if the **value** has been delivered. There is one question only:

“Dear patient, to which degree has your health problem been solved or alleviated?”

(Please let no one hide behind the sentence: “We are not allowed ...”!)

**Every patient**, educated, informed or not, will perfectly well know his or her individual answer.

Collect exactly this one tick from as many patients as possible, declare these numbers as your “*Key KPI*” and declare the improvement of this one and only **value** as your company goal!

A lot of praise, improved public opinion, new trust and better reputation will follow. Revenue will then be a resultant.

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