

Development of Pharmaceutical Delivery Systems A Human Centered Design Approach

Subject: Medizintechnik; Human Centered Design

Thesis advisor: Prof. Dr. Alex Zbinden

Experts: Jürg Steck (Ypsomed), Felix Schmitz (Universität Bern Institut für Medizinische Lehre (IML))

External project partner: Janssen

This thesis proposes and evaluates a Design Thinking approach for Janssen to enable a customer centric development approach for the development of pharmaceutical delivery systems. It also seeks for ways to embed human centred design into the culture of the company and to bridge to gap between academia and the business world.

Abstract

In the last two decades the way we are shopping, informing ourselves and even the ways we communicate with each other have dramatically changed. This has fundamentally altered the expectations of consumers on products, as our society is used to devices that make our lives easier and more convenient. Price Waterhouse and Coopers (2013) found that pharmaceutical customers faced with rising out-of-pocket costs, complex treatment plans, armed with new social media tools and more information are changing the ways they purchase drugs.

At the same time, the pharmaceutical industry is confronted with several challenges such as dwindling pipelines, the vanishing blockbuster mindset and a growing financial awareness of the payers due to skyrocketing healthcare costs. Due to those changes the pharmaceutical industry has to rethink the traditional way to develop and deliver their products to their customers. Truly putting customers first, however, requires a new way of thinking. This thesis set out to identify a new way of thinking for the development of delivery systems and to prove whether it delivers value. To achieve this goal literature studies, input from practitioners and experts in the area and workshops with internal and external participants were used.

This study found that the Human Centered Design toolset and its Design Thinking methodology are suitable enablers to create a customer focused culture in the pharmaceutical industry. The tested methodology was found to be suitable for development and continuous improvement projects for pharmaceutical delivery systems. These findings are supported by the examples for projects in Janssen that have been successfully using the methodology.

Keywords:

Human Centered Design, Design Thinking, Pharmaceutical delivery systems



Cédric Gysel

cgysel@gmail.com