

Reflective Questions

A human-centered approach to patient marketing by Carlo Calcagni

1. Consider your current customer-engagement model, in what ways is it operating from a *business lens* perspective rather than a *human lens*, and what would shift if we flipped that perspective?
2. Consider a current or past campaign, how well are you listening to and amplifying the “voices” of the people you serve (whether patients, customers or users)? Are they actively involved in shaping your strategy rather than being passive recipients?
3. What are the trust-barriers that stakeholders (customers, caregivers, end-users) experience, and how might you redesign your touch-points to climb the “trust ladder” more authentically?
4. Are you considering the full *odyssey* of someone’s experience with a brand (emotional, practical, relational) — not just the functional “journey” — and is the messaging and process aligned to that richer view?
5. Consider a current or past campaign, where might you be inadvertently treating individuals as “targets” or data-points, rather than as whole humans with fears, motivations and contexts? What changes could be implemented to humanise interactions?