



Testing and learning

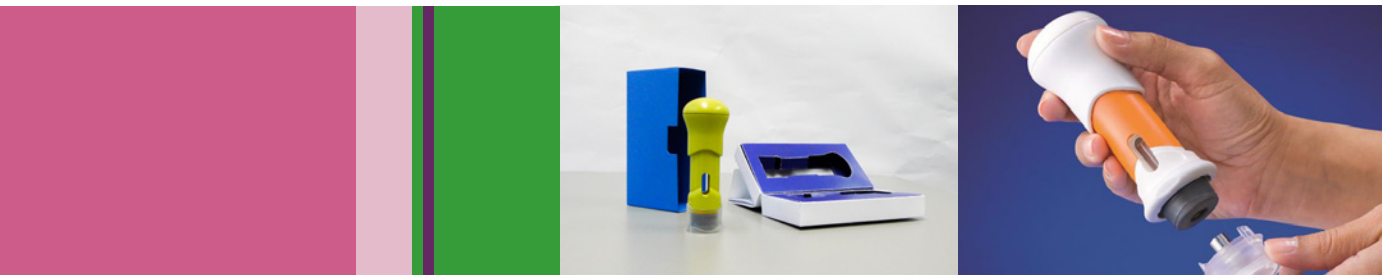
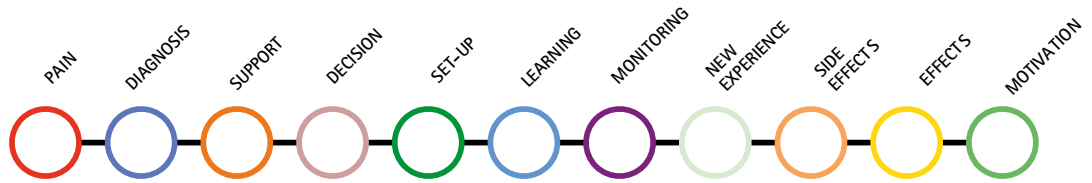
Our example of patient-focused self-medication systems for the pharmaceutical industry.



Whereas the development of a medication builds on evidence-based findings, the patients' user behavior related to self-medication poses new challenges to manufacturers and pharmacists – a change of perspective is required.

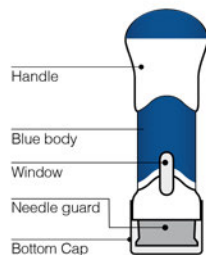


HUMAN CENTERED DESIGN FOR JANSSEN



Prototypes and packaging to test the human-centered design process.

SelfDose™ trainer
At-a-glance

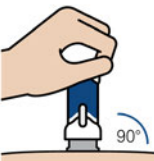


Step 1



Twist and pull off bottom cap.

Step 2



Place on skin.

Step 4

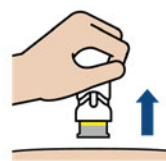


Complete injection.

click

Injection is complete when handle is pushed down all the way, you hear a click and the blue body is no longer visible.

Step 5

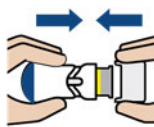


Lift straight up.



The yellow band indicates that the needle guard is locked.

Recap your SelfDose™ trainer



Recap trainer.
Place cap on the bottom.

A simple, vivid language helps.

In the administration of medication, a trend towards self-medication (home care) is becoming increasingly apparent.

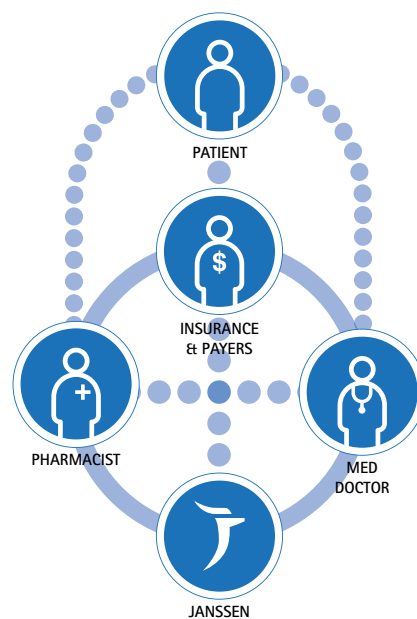
Experience shows that successful therapies can only be guaranteed if patients stick precisely to the dosages and intervals prescribed by their practitioners.

It is estimated that 50% of patients – even if they are severely ill – do not behave in conformity with their therapy. The reasons are manifold. Intolerance plays a role to some extent. Sometimes patients dare to supplement or creatively modify the scenario foreseen by their practitioners by taking their own home remedies. Often the description of how to use the medication is so complicated that patients do not understand how and why they should take it. To resolve this issue appropriately it is important to understand patients.

Erdmann Design was asked by the Johnson & Johnson subsidiary Janssen in Schaffhausen to develop assessment criteria and show ways in which a patient-oriented administration system for self-medication can be developed.

Discussions focused on topics such as handling, packaging and simplified communication. Prototypes were produced. Human-centered design methods helped build up an in-house Think Tank to be able to manufacture optimized, patient-oriented administration systems for the home care market of the future.

Stakeholder model for arthritis therapy



Step 3

90°
Position device straight onto the skin (about 90° relative to injection site).

Important:
Do not lift trainer during this step or the needle guard will extend and lock..

Push handle straight down. Do this at a speed that is comfortable for you. During an actual injection, medication injects as you push..

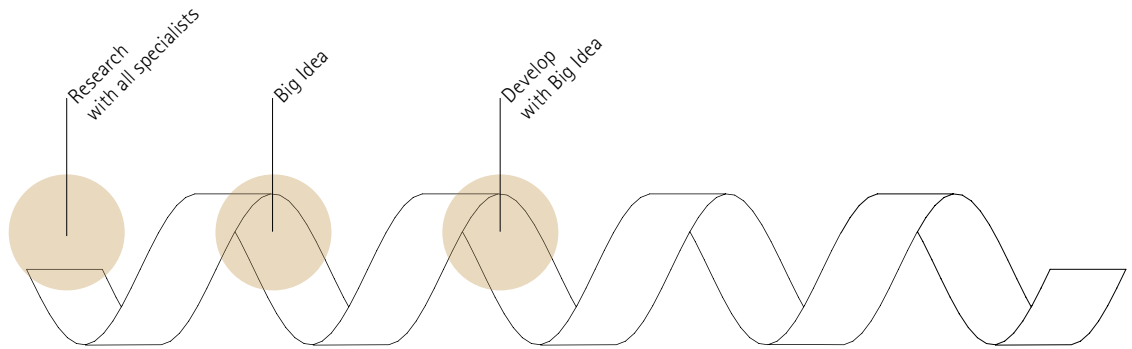
Reset your SelfDose™ trainer

Important:
During an actual injection with SelfDose Device, do not put the cap back on, as this could damage the Needle.

click

Pull until you hear a 'click' and the yellow band is no longer visible.

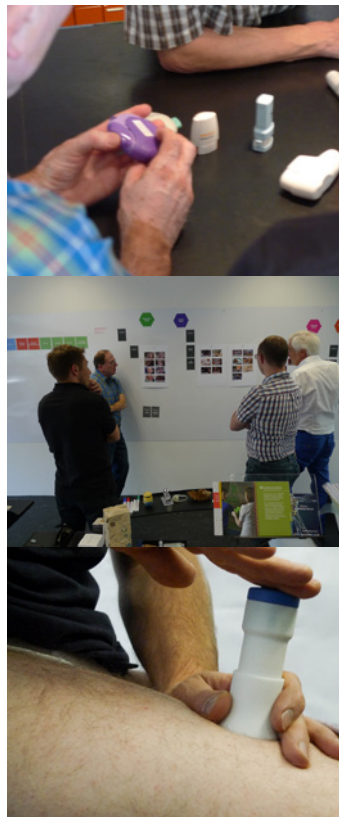
Reset handle. Hold device by handle and the white area at the bottom, as shown...



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