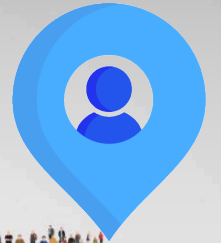




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Putting the Patient at the Centre

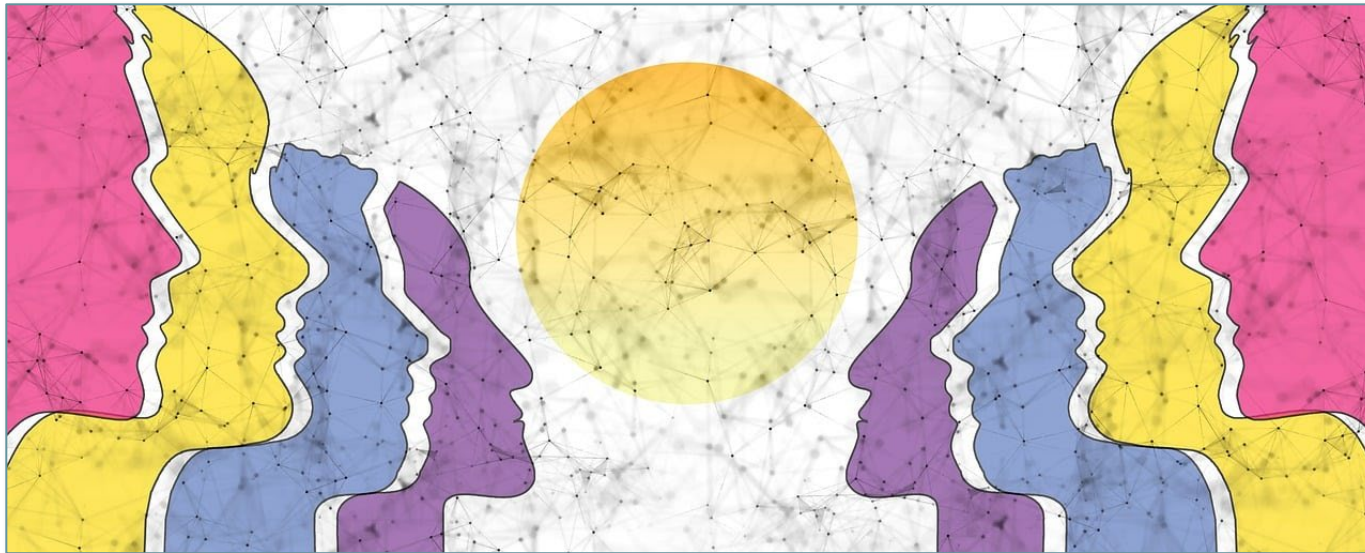


WCP2023 Satellite Meeting July 2023

Why?

Healthcare is the boundary between science and human behaviour

It's already a partnership



Improved product-development strategy

Better data collection

Better data communication

Improved trials

Improved outcomes

Patient value story in pricing discussions

To meet regulatory requirements

Patient Engagement & Research



Engagement

What
Why
How
What does this mean?

Identifying & Prioritising Hypotheses



Research

Generalisable data
Quantified answers
Qualitative data
Quality: accepted submission standards

Testing the Hypothesis

Plan & Build Community Trust

Discovery

Clinical Development

Approval

Real World Use

Program Strategy

Understand
prioritised unmet
needs & community

Clinical Study Design & Delivery

Easier trials for patients,
meaningful data for
patients &
clinicians

Pricing & Reimbursement

Objective,
data-evidenced
patient value story

Disease management

Optimised
experience
& adherence

Engagement

- Patient Community Mapping
- Patient Advisory Boards

Research

- Digital Ethnography
- Patient Segmentation
- RWE/Big Data

Engagement

- Patient Community Mapping
- Patient Advisory Boards
- Information review

Research

- Digital Ethnography
- Patient Segmentation
- RWE/Big Data

Engagement

- Patient Testimonies
- Patient Community statements

Research

- Patient Journey Mapping
- Patient Segmentation
- Patient Preference Research

Engagement

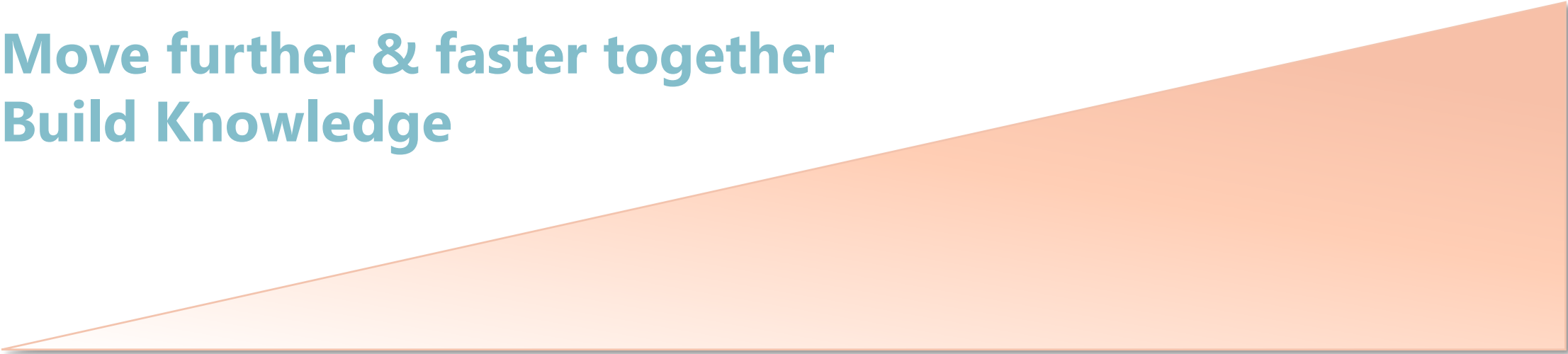
- Patient Co-creation Workshops
- Co-led disease management activities

Research

- Patient research to monitor success
- Co-led Phase IV initiatives

Strategic patient involvement

Move further & faster together
Build Knowledge



Discovery

Clinical Development

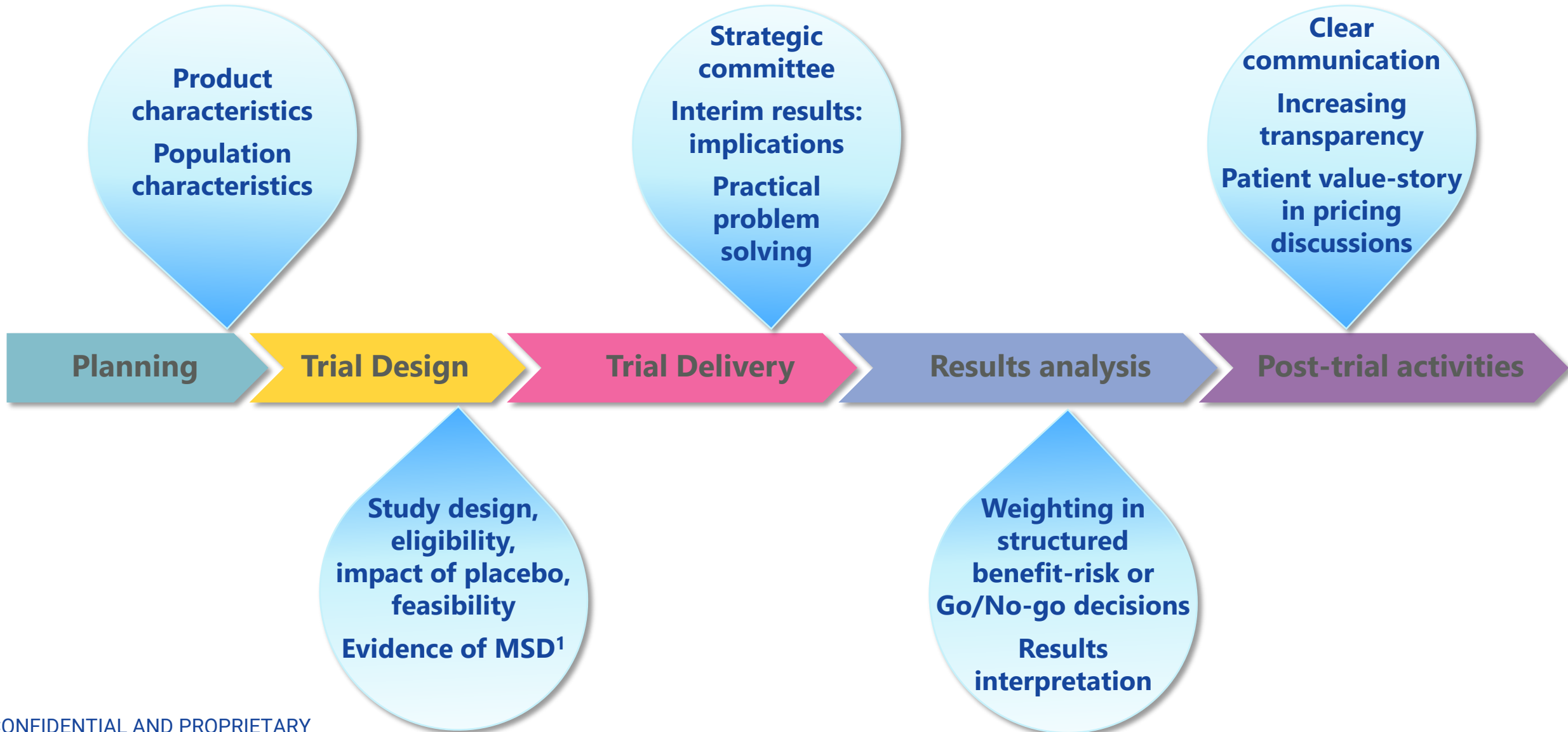
Approval

Real World Use

Learn, share, re-use, integrate

Integrated decisions

Improved outcome is dependent upon drug/device AND patient



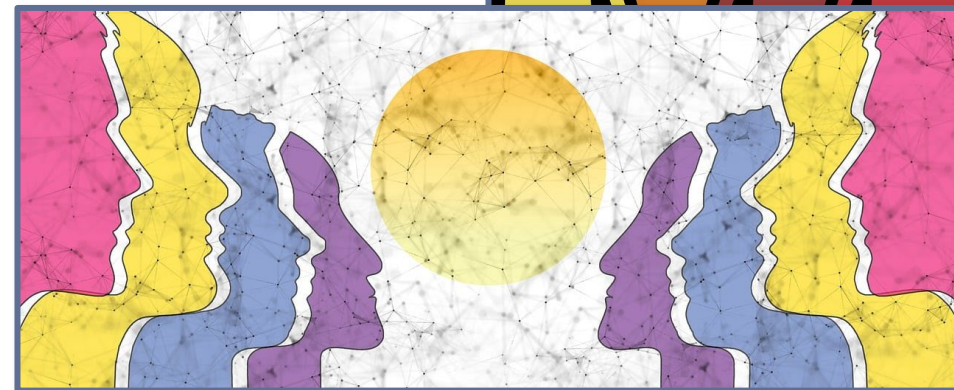
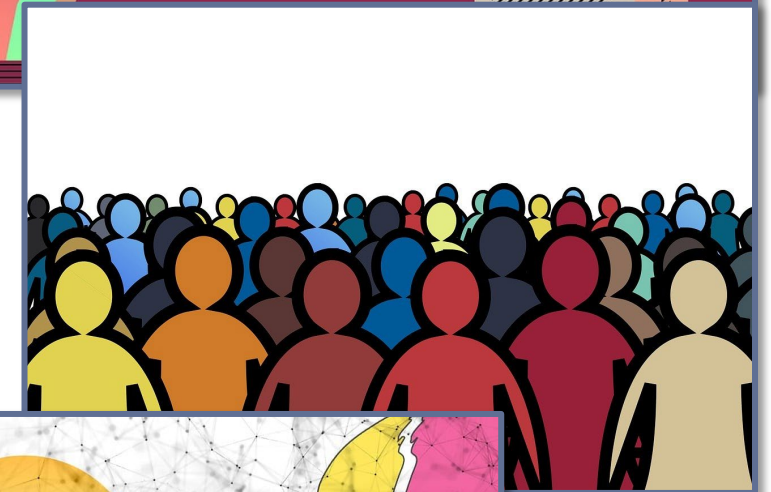
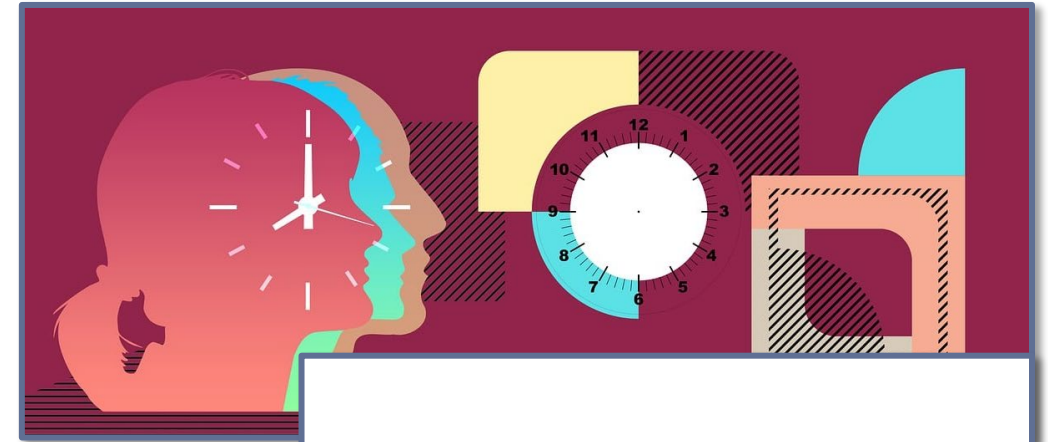
Summary

Healthcare is a partnership

Optimize Development: look at both sides

Plan and build information

Integrate into decisions



Thank you

The MediPaCe Core Team



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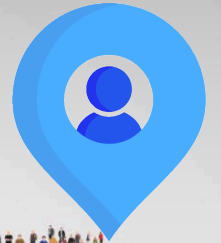


Sophia Nematollahi
Research Assistant

Supported by a network of patients and other expertise areas

AND





Questions?



MediPaCe

Making Patient Engagement a Reality

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Gerd Altmann
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