

# Using Patient Preferences to Support Product Development and Value Communication

Regulators, payers, and prescribers are incorporating patient preferences into their decision making. Manufacturers are using patient preferences to inform evidence collection strategies and product design.

**Identify treatment benefits that are meaningful to patients**

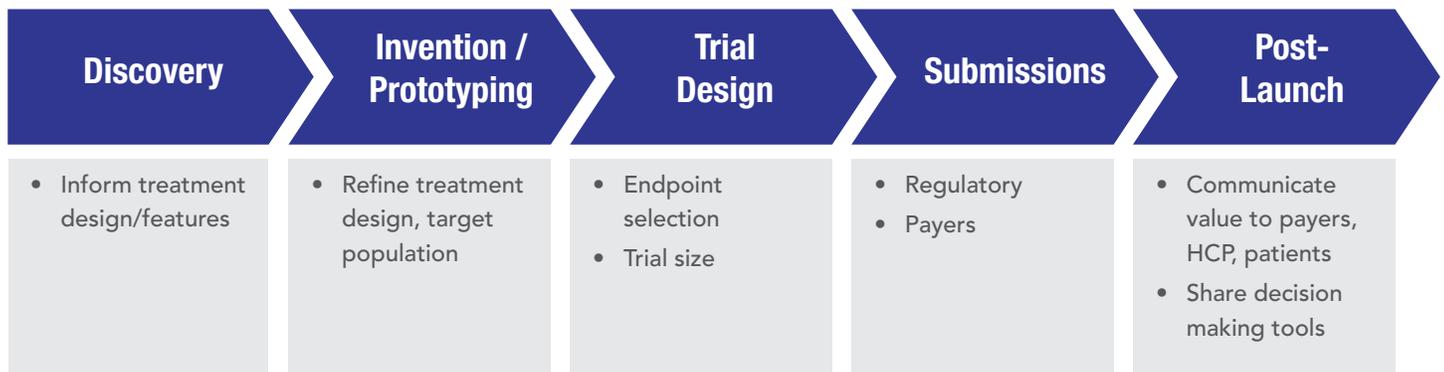
## Generate decision relevant information



## Meeting regulator and payer requirements

- The U.S. Food and Drug Administration (FDA) is encouraging manufacturers to include patient preference data in submissions and has issued guidance on how to collect patient preference data.
- In Europe, IMI PREFER<sup>1</sup> is exploring how to incorporate patient preferences into regulatory and payer decisions.
- In Germany, the Institute for Quality and Efficiency in Health Care (IQWiG) has recommended patient preferences be used to inform economic evaluation.
- In the UK, the National Institute for Health and Care Excellence (NICE) is working with Myeloma UK to consider how patient preferences can be incorporated into its work.

## Inform internal and external decisions



<sup>1</sup> Innovative Medicines Initiative (IMI) Patient Preferences in Benefit-Risk Assessments during the Drug Life Cycle (PREFER) project; [www.imi-prefer.eu](http://www.imi-prefer.eu)

## Discover how we can help you



## Our Team & EXPERIENCE

— **15+** —

Years of experience in preference elicitation and benefit-risk assessment work

— **10+** —

Staff dedicated to patient-centered benefit-risk assessment; one of the largest teams in the field

— **40+** —

Peer-reviewed publications related to patient preference

— **Global** —

ClinicExperience implementing preference studies in North America, Europe, and Asia

## What Makes Us UNIQUE

— **Patient Recruitment** —

Expertise at recruiting patients to ensure representative samples

— **Regulatory** —

Regulatory experts with presence in front of FDA and EMA

— **Thought Leaders** —

Numerous industry leadership roles, e.g., ISPOR MCDA Task Force, ISPOR Stated Preference SIG; ISPE BRACE