

# Using Patient Preferences to Support Product Development and Value Communication

Most people would recognize that patient preferences have an important role to play in healthcare decision making, although it is only recently that decision makers have shown interest in quantitative methods for eliciting patient preferences.

**Demonstrate that endpoints are meaningful to patients**

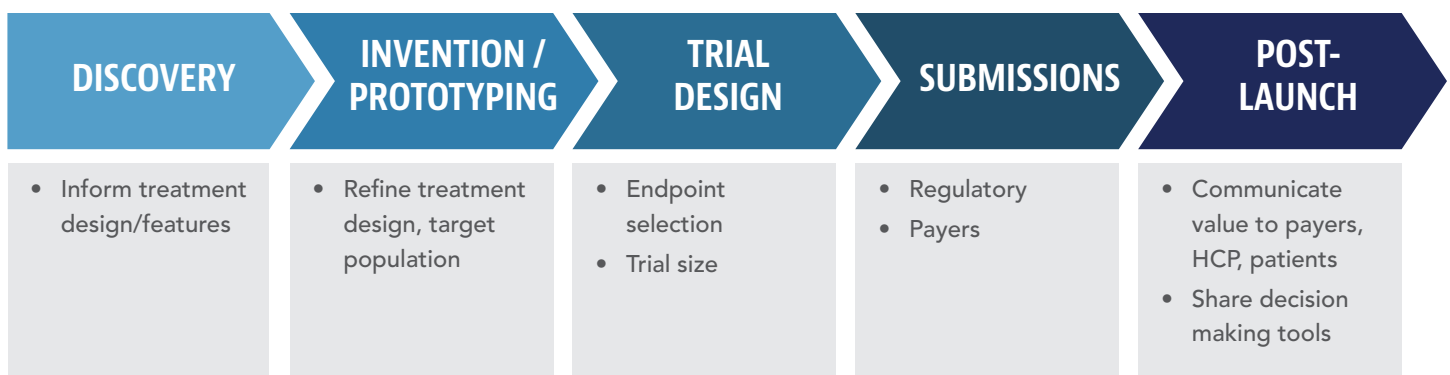
## GENERATE DECISION RELEVANT INFORMATION



## MEETING REGULATOR AND PAYER REQUIREMENTS

- The U.S. Food and Drug Administration (FDA) recently made its first regulatory approval based on preference data<sup>1</sup>, and may encourage manufacturers to include patient preference data in submissions under some circumstances.
- The European Medicines Agency (EMA) is assessing the feasibility and usefulness of methods for eliciting individual patient preferences.
- In Germany, the Institute for Quality and Efficiency in Health Care (IQWiG) has recommended patient preferences are used to inform economic evaluation.

## INFORM INTERNAL AND EXTERNAL DECISIONS



<sup>1</sup> <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm430223.htm>

## DISCOVER HOW WE CAN HELP YOU

### 1 DESIGN & IMPLEMENTATION

- Patient-relevant attribute identification
- Patient recruitment
- A diversity of preference elicitation instruments
- Data collection

### 2 GENERATE STRATEGIC INSIGHTS

- Statistical modeling
- Performance measurement
- Decision analysis

### 3 COMMUNICATE VALUE

- Regulatory support
- Payers and HTA bodies
- Scientific dissemination

## 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

25+

Peer-reviewed publications related to patient preference

Global

Experience 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



Evidence, Value & Access by PPD