

# Patient Engagement and Insight

The 21st century welcomes a new era of drug development – a model of discovery, design, and development of medical products that is centered around the patient experience. Patient perspectives are considered across the product lifecycle, with a variety of methods and approaches, to ensure that medical products meet patient needs and preferences.

Evidera is a leading provider of evidence-based solutions for the healthcare industry, and for over 20 years Evidera's Patient-Centered Research scientists have excelled in the field of clinical outcome assessments, from strategic planning to instrument validation, analyses, and regulatory submissions. The patient's voice has always been core to Evidera's work, and the changing landscape makes incorporating the patient's perspective throughout drug development even more important. Patients are key stakeholders in all aspects of medical decision making, complemented by a growing emphasis on patient engagement and patient-centered evidence in regulatory and payer decision making.

## The Need: Patients' Perspectives Across the Product Lifecycle



Evidera's scientific thought leaders are currently serving in leadership roles in a number of professional society and academic special interest working groups that are focused on developing best practices and recommendations for how to engage patient partners effectively in the research process. With a long history of established research partnerships with advocacy organizations in a variety of therapeutic areas, Evidera has worked directly with foundations on numerous research projects, including developing and validating patient-reported outcome (PRO), observer-reported outcome (ObsRO), performance outcome (PerfO), and clinician-reported outcome (ClinRO) tools. Evidera is now working directly with these organizations and individual patient partners to expand the role of patients in the research process in new and innovative ways.

## Our Offerings

### Patient Consultant Services

- **Patient Partners** – Individual consultants provide expert advice on discrete or ongoing aspects of a medical product development program.
- **Patient Advisory Boards** – Advisory boards utilize participatory research methods that allow for open dialogue, and bi-directional engagement, and may be designed to provide advice at a single point in time, or ongoing throughout the course of a specific project.

### Patient Insights

- **Evidence Review** – Leverage existing sources of patient experience data for rapid patient insights to inform decision-making (i.e., literature review, social media analysis).
- **Evidence Generation** – New patient experience data may be generated to target specific project needs using a variety of methods.
- **Patient Interviews and Focus Groups** – ideal for an in-depth analysis of patient-identified themes (i.e., patient surveys, patient workshops, delphi panels).

### Strategic Support

- **Patient Engagement Program Evaluation** – Strategic support to identify opportunities where your medical product program may be enriched with patient engagement and insights activities.
- **Regulatory Meeting Support** – Provide stakeholders with support to inform regulatory strategy interactions in the form of strategic advice, development and/or review of regulatory submissions, facilitation of mock regulatory meetings, and participation in regulatory meetings.

### Evidence Synthesis

- **Patient-Friendly Medical Communications** – Today's patients are empowered to actively participate in their approach to treatment, and need access to clear, patient-friendly medical communications to inform decision-making. We work together with patient consultants to co-create dissemination materials that accurately reflect study results that are easily understood by patients.
- **Regulatory Communications** – As of June 13, 2017, all new drug approvals include a brief statement summarizing any patient experience data that was submitted and reviewed as part of the application. Leveraging 25+ years of preparing evidence dossiers for regulatory submissions, we provide sponsors assistance collating patient experience data in a digestible format for consideration by regulatory bodies.

## Why Evidera for Patient Engagements and Insights?

**Experts** in patient engagement strategy, with many other scientists available to deliver work

**Published** Patient Engagement Framework for COA

**Collective** years of experience in patient-centered research services



**Evidera**  
Evidence, Value & Access by PPD