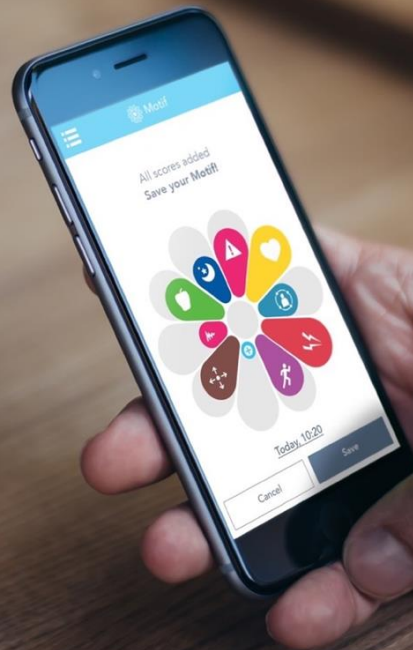




Making Patient Centricity Real

Bruce Hellman
CEO, uMotif



Let's remember the real "why"...



We are all patients



Helped by researchers

Design for people first

IDEO

— Creating the First Usable Mouse —



IDEO

— A Hand-Friendly, Precisely Controlled Mouse —



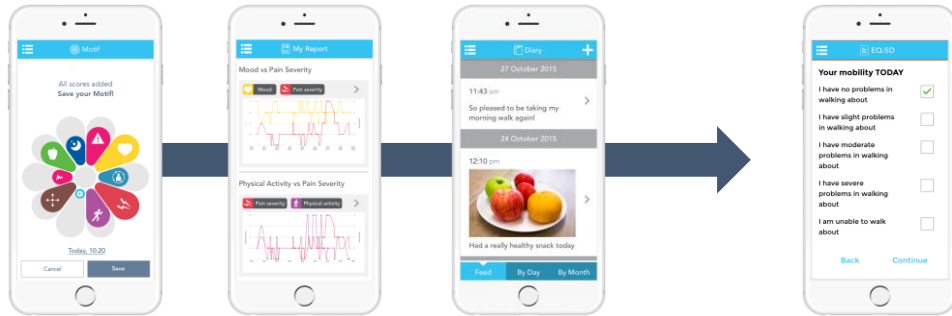
IDEO

— This Startup Revolutionized an Industry Through Design —



*PillPack delivers everything
you need from the
pharmacy to your door.*

Engaging patients to capture data for their health



First: help patients focus on what is important to them and their health

ME

Next: capture data for the study

WE



What can we learn to
bridge the gap?

1

Experience is everything



umotif |

QUASAR case study: Powering largest sleep and rheumatoid arthritis virtual real world evidence prospective cohort study

6 months faster

Minimum study power reached
after 12 of 18 months

33% cost savings

Over 1/3 fewer participants needed to
achieve study success

New insights

Greater understanding into sleep
impact on RA patients

PRO + devices

Simple-to-use
sleep actigraph data



2

Design for patients, not studies

umotif |

The typical way...

£\$€



Sponsor

Investigator

Sites

Patients

The patient-centred way...



Patients



Sites



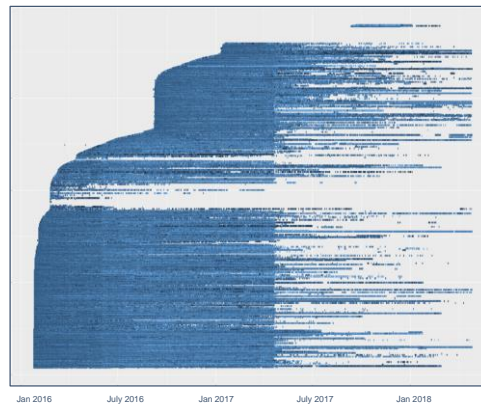
Investigator



Sponsors

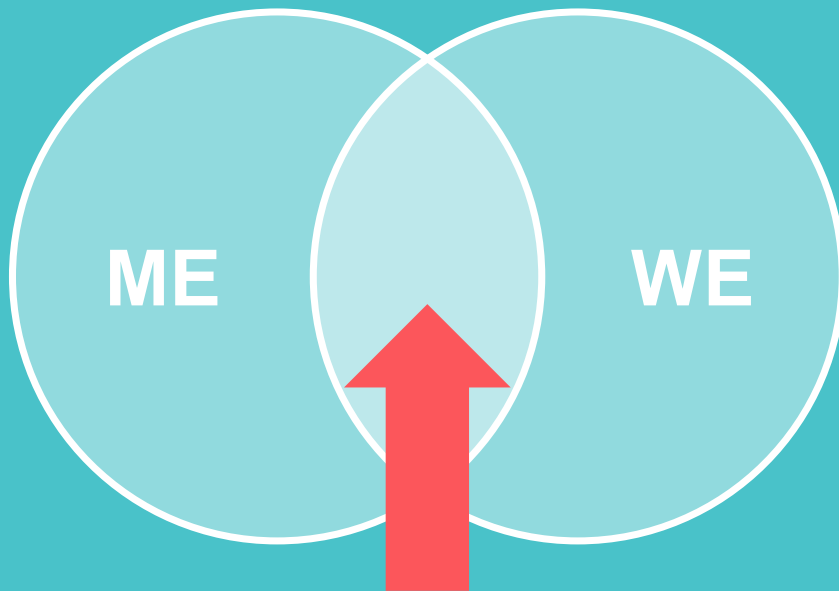
What does patient engagement look like?

Data from 'Cloudy with a Chance of Pain' study:




3


We're in this together



Patients leading studies and movements

 **OurBrainBank**

[Home](#) [The Project](#) [Donate Now](#) [Blog](#) [Why We Exist](#) [Who We Are](#)



Hear our story

OurBrainBank is a global movement designed by, with and for people with glioblastoma (GBM). OurBrainBank enables people with GBM to manage our disease better and connect to fellow travelers, using the OurBrainBank app.

4

This is inevitable,
so let's do it now!

95%

want to take part

umotif |

BYOD and direct-to-patient makes this possible



Costs



Participants



Speed



1. Experience is everything
2. Design for patients, not studies
3. We're in this together
4. It's inevitable, so do it now!



**Modern data capture
platform patients love
to use**

bruce@umotif.com



Watch Mick's story

vimeo.com/umotif/micks-story