



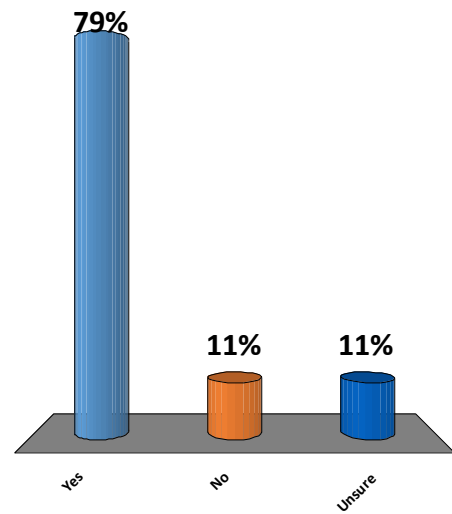
PATIENT CENTRICITY :



PCMG 07 June 19

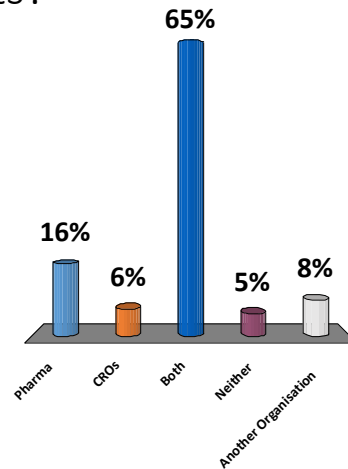
Have patients evolved from being passive participants to becoming more actively engaged with their research?

- A. Yes
- B. No
- C. Unsure



Who is responsible in R&D for engaging patients for innovative therapeutic treatments?

- A. Pharma
- B. CROs
- C. Both
- D. Neither
- E. Another Organisation

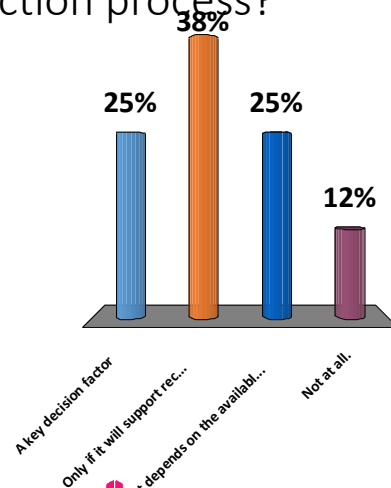


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To what extent are patient centric solutions considered in your Outsourcing & Vendor selection process?

- A. A key decision factor
- B. Only if it will support recruitment
- C. It depends on the available budget
- D. Not at all.



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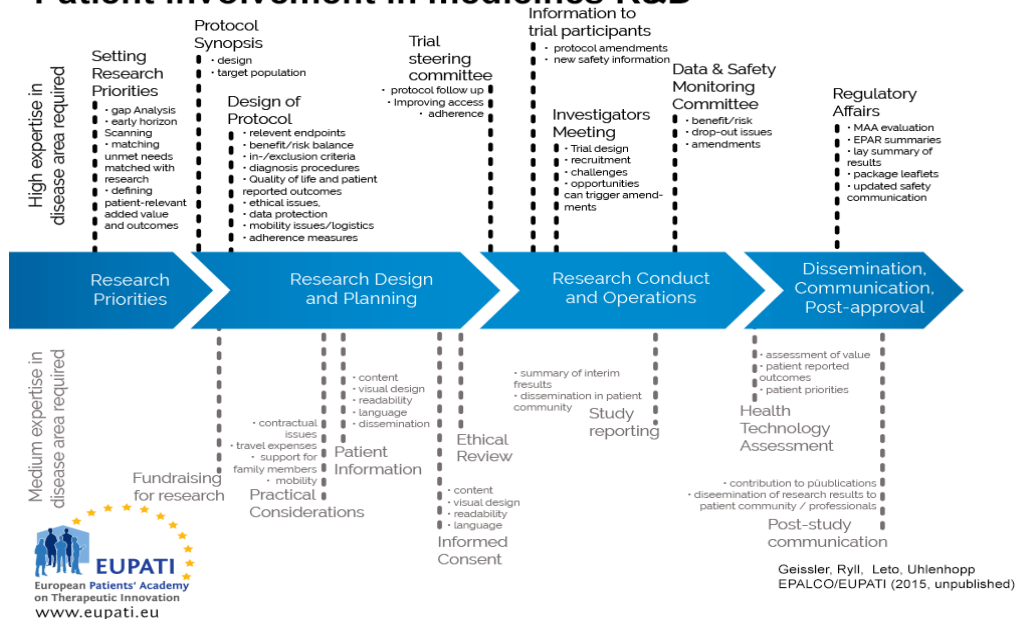
Patient centricity

Agenda

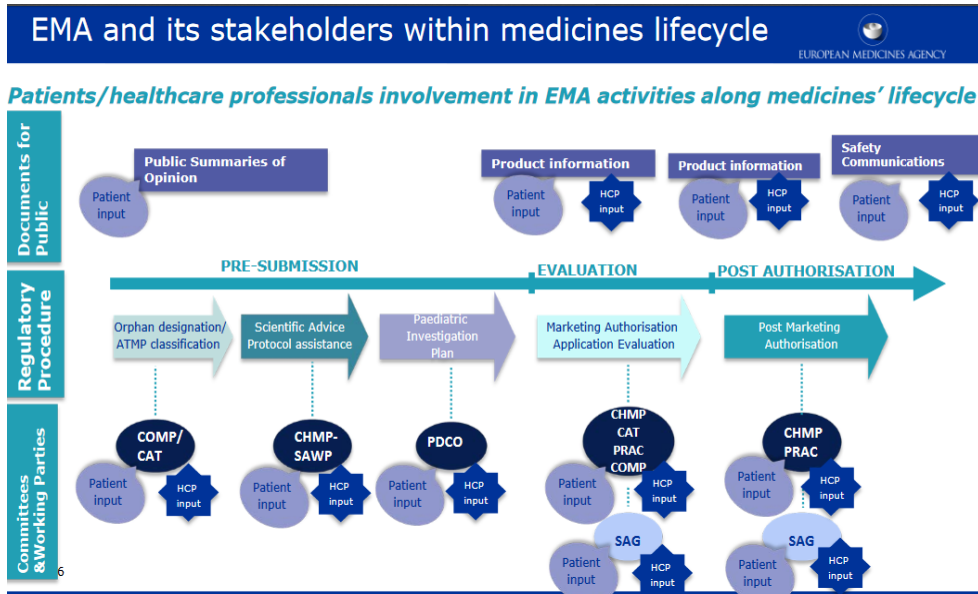
- Patient centricity : what are we talking about ?
- Patient centricity : still a way to escape from it ?
- Patient centricity : ROI

Patient Centricity ...the patient vision

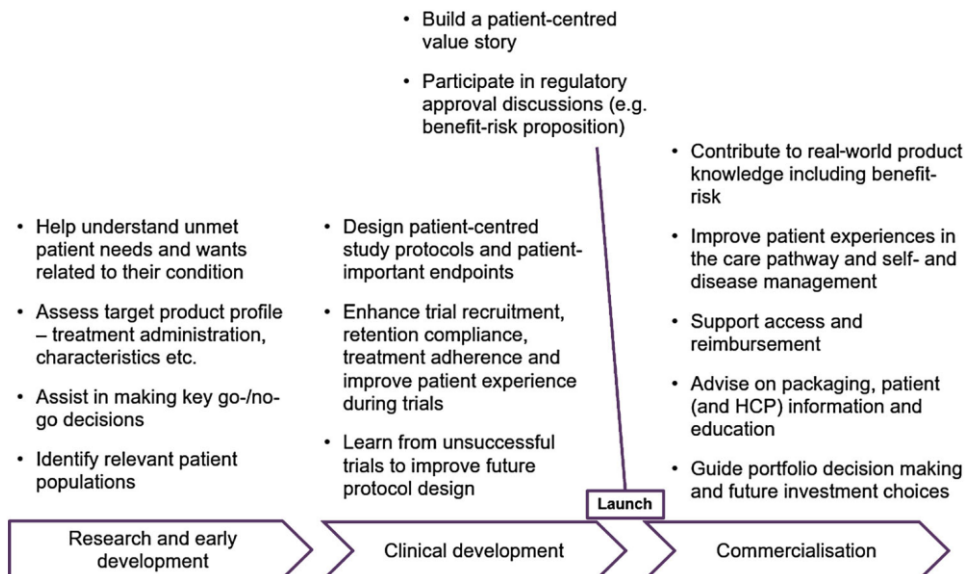
Patient involvement in medicines R&D



Patient Centricity ...the EMA vision

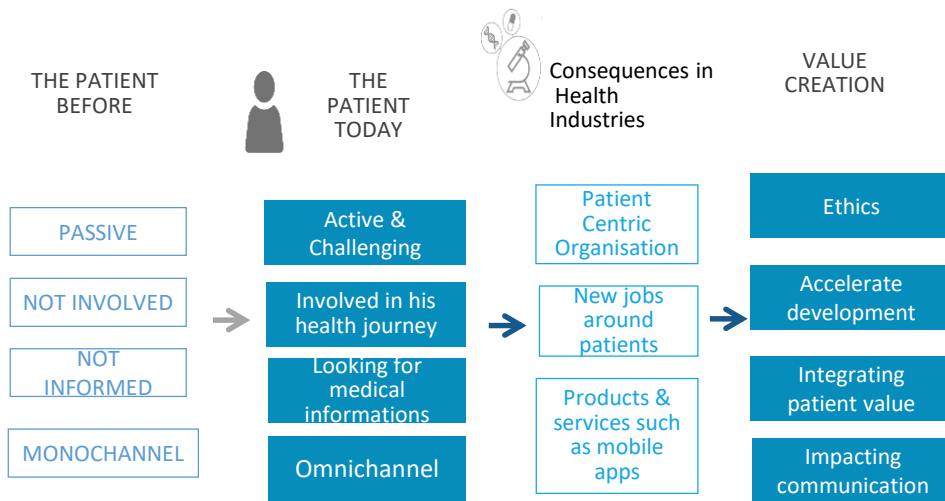


Patient centricity ...the pharma vision (at least UCB's one)



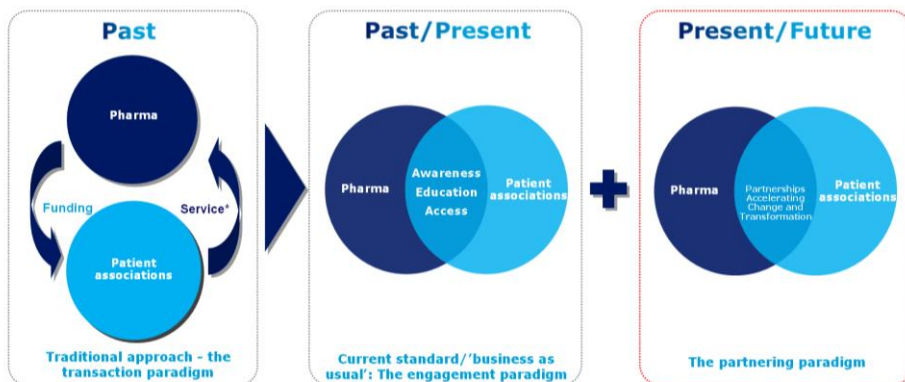
UCB :Making Patient engament a reality/ D. Pushparajah, ADIS 24/07/17

Patient centricity : why now ?



A new model of interaction with patient is mandatory to increase quality and efficiency

From 'transactions' to 'partnerships'



Adapted from C. K. Lauritzen, LEO Pharma

Patient centricity

- Patient centricity : still a way to escape from it ?
- For many pharma (Clin Ops, patient affairs, medical affairs) and CRO professionals the answer is NO
- So let's work on the « Need to Have » mindset across industry including purchasing/procurement

Patient centricity and outsourcing

- Very large type of situation where patient can contribute : all over the lifecycle of a product...
 - From ...Expert level to help R&D
 - To ...increase patient awareness level in clinical trials
 - And... RWE/ expansion of indications/outcomes
- Therefore engagement of patients might vary from « a patient expert contract » up to a large service contract in phase III trial : cost might vary from 500 euro to Meuro

Patient centricity : whose responsibility ?

- Very much depending on strategic impact :
 - Corporate/company level : pharma
 - Project level : will depend of the key question :
 - Patient centricity is considered as the target :
like collecting data from patients at home :
pharma
 - Patient centricity is considered as a plus :
CRO should integrate that approach from
the beginning to build competitive
intelligence

Patient centricity easy goingalas not !

Patient Centred Pharma
Europe Forum 2018

kinapse

Change is necessary for the sustainability of industry

Mindset and culture are difficult to change because the established way of thinking and perceiving that exists has made the group successful or has worked "well enough."



Top areas of resistance to patient centricity:

1. **Myth of legal compliance** (need to dispel, educate)
2. **Real or perceived lack of resources** (finance barriers, SOPs, proper approach)
3. **"We know best"** (don't need to ask patients, point to past failures as reasons to stop)

Source: The Corporate Culture Survival Guide, Edgar H. Schein
The Dynamics of Leading Organisations and People, McGraw Hill

Patient centricity

- Patient centricity : ROI : show benefit to get continuous commitment from organisation
- Define metrics at all levels : from project level up to company level
- Use current available methodology/materials defined by consortium (like PFMD)
- Assessing the Financial Value of Patient Engagement: A Quantitative Approach from CTTI's Patient Groups and Clinical Trials Project from Levitan and al, in DIA 2017