As demonstrated by these examples, common elements that characterize companies committed to two-way dialogue and co-creation with patient stakeholders and which are innovating in the space include:

**HIGH-LEVEL LEARNINGS**

- **Solutions that break silos across functions, departments and regions.** Both companies have created solutions, tools, and resources that call on cross-functional, cross-regional stakeholders to collaborate.

- **Creative use of technology for sharing information and best practices.** In these examples, the companies are repurposing existing tools and technology to connect and engage staff around the world. The tools are simple, streamlined, visually appealing and easy to use.

- **Integrating patient-related activities into existing business practices.** These companies are building processes and infrastructure to ensure patient engagement activities are routinely integrated and expected as part of the drug development process.

**EXAMPLE ONE: TAKEDA USES NOVEL KPIS TO STRENGTHEN CULTURE OF DESIGNING MEDICINES WITH PATIENTS’ INPUT**

The R&D patient engagement function is building a culture of patient-focused drug development, including implementing a model to help product development teams plan for patient interactions across the asset lifecycle. Three key components of this approach:

1. **Use of patient-focused key performance indicators** to accelerate uptake
   - Development of a patient engagement digital newsroom platform to provide visibility to those implementing patient engagement activities and to share lessons learned
   - Coordination of multiple patient-centric functions within the organization (patient advocacy, patient engagement, patient recruitment and retention) to provide seamless support to development teams

   This initiative ensures that the company culture of incorporating the patient voice into drug development is embedded across all teams. It also enforces accountability and supports a streamlined approach to execution.

**EXAMPLE TWO: CSL BEHRING BUILDS ONLINE RESOURCE TO GUIDE PATIENT COMMUNITY ENGAGEMENT AND SERVE AS KNOWLEDGE SHARING PLATFORM**

A group of cross-functional colleagues, led by the office of the CMO, is creating enterprise-wide processes and frameworks to encourage active collaboration with patient stakeholders throughout company activities. One key element of this effort is the creation of an internal digital platform that allows employees to:

1. Learn about the importance of collaborating with patients and review external and internal guidance to plan interactions
2. Find practical tools, templates, and resources to help guide compliant engagement efforts
3. Facilitate information sharing, including summary reports of patient interactions and case studies

By establishing this platform, the company facilitates efficient, meaningful, and compliant patient engagement, while bridging divides that often exist between functions, therapeutic areas, and across geographies.

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**INTRODUCTION:**

The importance of involving the patient voice in drug development is now widely recognized by all healthcare stakeholders. However, our experience working with pharmaceutical clients makes clear that considerable variation exists in the extent to which companies incorporate patient perspectives in their processes. Some have just begun to hold occasional patient advisory boards. Others, including the following two examples, benchmark what can be done to integrate patient activities into core business practices:

**Examples of Enhanced Patient Engagement Efforts in the Pharmaceutical Industry**

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At VOZ Advisors, we are proud to work with global biopharmaceutical companies in their patient advocacy and engagement efforts. If you are seeking to implement a new program or optimize the integration of patient perspectives across functions, visit our website and get in touch.

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