

INNOVATION IN PATIENT ENGAGEMENT:

Examples of Enhanced Patient Engagement Efforts in the Pharmaceutical Industry

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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:

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
- 2 Development of a patient engagement **digital newsroom platform** to provide visibility to those implementing patient engagement activities and to share lessons learned
- 3 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.

HIGH-LEVEL LEARNINGS

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:

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.

