Pharma’s Role in Getting Patients Ready to Partner in Development

Anne C. Beal, MD, MPH,
Chief Patient Officer

CENTER OF EXCELLENCE FOR PATIENT CENTRICITY
Core Values for Patient Centeredness

**Transparency**

**Partnership**

**Continuous Learning and Improvement**

**Focus on Outcomes and Impact**
People take control and improve their healthcare outcomes to positively impact their health and lives.
Acting on the Vision: Three Pillars for Patient Centricity

**Input & Understanding**

Utilize Patients’ Inputs to Align and Design Solutions based on patients’ unique underlying needs.

**Solutions & Outcomes**

Engage and Support Patients and Other Stakeholders to ensure solutions fit into people’s lives.

**Culture & Community**

Engage and Support our Employees to amplify existing efforts, create a patient-centered culture, and promote employee engagement.

People take control and improve their healthcare outcomes to positively impact their health and lives.
Challenges and Obstacles

- PATIENT READINESS
- RESEARCH (ER) READINESS
- LEGAL AND COMPLIANCE ENVIRONMENT
Support Partners to Enhance Patient Readiness
Researchers Had Little Guidance

Unsure of Best Practices

Impact Assessment and Basis for Evaluation

The PCORI Experience

Review of First 100 Successful Awards
Awards Reviewed by Patients
Final Reviewed by Patient Advisory Panel
Rubric Can be Used for Systematic Evaluation

Patient Engagement Rubric

Create and Disseminate Summary

Neutral Party
Validity Testing
Feasibility Testing
Legal and Compliance Environment

- Significant variations in Legal and Compliance Rules Regarding Patient Engagement
- Differences in Culture
- Balance Patient Protection with Patient Access
- Patient Engagement in Policy Development
- Leverage Current Experience (PCORI)