

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

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



Core Values for Patient Centeredness

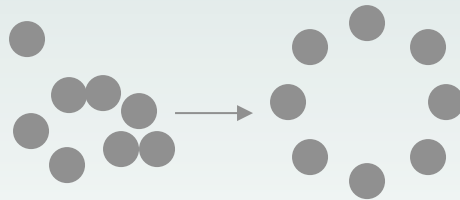
Transparency



Partnership




*Continuous Learning
and Improvement*



*Focus on Outcomes
and Impact*



A Vision for Sanofi



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

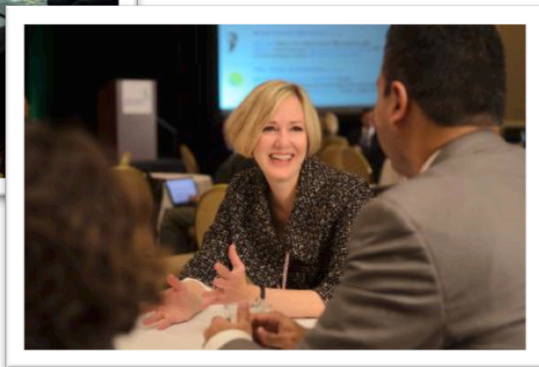
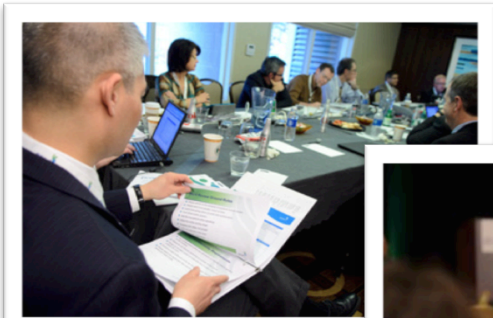
Support Partners to Enhance Patient Readiness



Researcher Readiness

The PCORI Experience

- ✓ Researchers Had Little Guidance
- ✓ Unsure of Best Practices
- ✓ Impact Assessment and Basis for Evaluation



Patient Engagement Rubric

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

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)

