



Round Table Summary

EYE FOR PHARMA

PATIENT SUMMIT EUROPE 2017

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INTRODUCTION

During Patient Summit Europe, Patientys chaired the roundtable on “Maintaining Long Term Relationships with Patients

Roundtable participants, representing several pharma companies, prioritized selected topics before the event, priority subjects were :

→ Promoting Patient Empowerment

→ Shifting Patient Centric initiatives from Pilot to Priority

	A	B	C	D	E	F	G	AVG
KEY STRATEGIES (1-4)								
Promote patients' empowerment	1	3	2	3	1	1	2	1,9
Better measure and communicate outcomes	3	2	1	1	2	4	1	2,0
Better understand patients	2	1	3	2	3	2	3	2,3
Position Pharma companies as solution companies	4	4	4	4	4	3	4	3,9
STRATEGY ENABLERS (1-5)								
Shift Patient Centric initiatives from Pilot to Priority	3	3	2	1	2	2	3	2,3
Evolve from Share of Market to Share of Care	1	5	3	2	1	1	5	2,6
Change Pharma industry culture toward patients	2	4	5	5	1	3	1	3,0
Rely on Big Data to drive new care models	5	1	4	3	4	4	2	3,3
Leverage digital technology	4	2	1	4	5	5	4	3,6
<i>Topics ranked from (1) most important to (4-5) least important</i>								

DISCUSSION SUMMARY - RECOMMENDATIONS

4 keys recommendations reflect the group discussion

- 1. Recognize the diversity of patients/caregivers needs in designing patient programs**
- 2. Educate patients to powerfully interact with HCPs / Stakeholders**
- 3. Ensure pharma senior management commitment to Patient Centricity**
- 4. Measure Patient Centric strategy**

DISCUSSED TOPICS

- **Experience and comments on a Pharma Patient Advisory board**
 - ✓ Pharma Patient Centric department brought together patients and KOLs, representing seven countries
 - ✓ Identified needs of patients in rare diseases
 - ✓ Helped patient advocates better understand issues at stake and share “best practices” with colleagues
 - ✓ Confirmed the need for patient education, pharma company developed materials to help patients interact with HCPs with the appropriate knowledge → involve patient in decision making process – help patient access and understand clinical databases
 - ✓ Illustrated the need for “Capacity Building Programs” and “Patient Academies”
 - ✓ Broke isolation of patients in rare diseases, facilitated patient groups interaction with HCPs, government representatives and stakeholders in general
 - ✓ Importance of making it simple, “no fancy stuff”, patient educational material must be simple but informative and empowering

DISCUSSED TOPICS

- **Patient Centric Initiatives (PCI) must recognize patients diversity**
 - ✓ Empowering patients means recognizing their differences
 - ✓ PCI should be able to address the entire population in a patient group
 - ✓ Design of PCI must keep in mind that patients are quite different : age, sex, disease stage, culture, ...
 - ✓ Reaching to patients must be achieved through multiple channels – one solution does not fit all – in a period of digital innovation remember that Internet/Cell phone coverage is not universal, that blind or elderly patients cannot always respond to internet survey, ...
 - ✓ Remember that for some diseases, caregivers are the point of contact to empower the patient
 - ✓ Recognize also that for some diseases (eg mental illnesses) patients don't want to be empowered because they do not accept their patient condition : a patient in denial is not a patient advocate
 - ✓ If PCI fails to address all patients, it may be perceived just as a “marketing initiative”

DISCUSSED TOPICS

- **Ensure pharma senior management support**
 - ✓ Patient Centricity must go beyond the “hype”
 - ✓ Patient Centricity is often the result of local initiatives, not visible enough or not recognized for its value
 - ✓ Patient Centricity is not only a bottom up initiative, it should respond to a strong and motivated top down commitment from senior management
 - ✓ Patient loyalty and trust depend on the long term commitment to patient centricity – beware of patient disappointment if the effort falls short
 - ✓ The idea was expressed to have a pharma CEO talk at next year Patient Summit to express his/her deep belief in Patient Centricity

DISCUSSED TOPICS

- **Communicate on Patient Centricity achievements and outcomes**
 - ✓ Patient programs' value must be measured, both in the short and long term
 - ✓ Value to patients : QOL, better tolerance, clinical outcome, ...
 - ✓ Value to pharma : accelerated recruit time, improved retention, number of protocol amendments, adherence to treatment, ...
 - ✓ Value to society : public health benefits, optimized cost of care
 - ✓ Share Patient Centricity results and achievements, ie pharma company posts Advisory Board results, other company shows how patient insights lead to modifying clinical trial design
 - ✓ Patient centricity goes beyond the prescription, it encompasses the entire patient care path. Empowering patients means also involving them in adherence protocols : STAR study, presented at ASCO this year, revealed how a Patient Reported Outcome program increase adherence, reduced side effects, improved quality of life and increased survival.

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