

Patient Engagement Dashboard

Dashboard Objectives:

- **Drive Organisation's behavior** to incorporate direct patient voice early in drug development

- **Understand barriers** to incorporating patient voice
 - **High Value Compound**
 - **Timing:** Early, approx. ph 2
 - **Patient Role:** in selecting, paying adhering

Disease Area Strategy:

- Is an Integrated Patient Journey (IPJ) complete ?
- Is there direct patient input into disease area strategy?

Compound Strategy

- Are Patient and Self Pay sections of the Target Product Profile (TPP) complete, with insights derived directly from patients?
- Did patients provide direct input into compound indication/s and end points?
- Have patients provided input into product formulation / delivery per Customer Value Framework?
- Does the compound have a pre-approval patient access strategy?

Clinical Development Plan:

- Did patients provide direct input into the clinical development plan prior to the start of pivotal?
- Are protocol designs and operational strategies informed by direct patient insights?
- Are the Patient Reported Outcomes needed for evidence at launch incorporated into the pivotal?

Integrated Patient Journey - Template

Key terms	Phase 5	Phase 6
Rational Title	Remission or Relapse	
Emotional Title	Waiting for the ball to drop	
Age & Time in Phase	Months	
Essence of the Phase	Attempting to return to life without cancer. Challenging as patients are unsure of what to do with many feeling stuck in a holding pattern	
Pt/Caregiver's Emotional & Psycho-Social Experience	Patient: Optimistic that they will remain cancer free, though an underlying feeling of anxiety as patients worry about it coming back. When it does return, patients feel devastated Caregiver: supporting the patient has needed, attempting to return to their normal routine	
Pt/Caregiver's Physical & Medical Experience	Patient feels better than they have in the past with CT scans every 3 – 6 months reminding them of their cancer	
Moments of Meaning (includes unmet needs)	Physically, patients feel better in remission, emotionally it can be a tough time with many unsure how to move forward	
Stakeholder Experience	Patient, caregiver, oncologist, radiologist	
Business Leverage Point	Provide / direct patients and caregivers to support groups to help them emotionally	
Facts and Data	Even in the NCCN guidebook, remission or relapse is not discussed ¹ . Treatment is discussed as cure or controlling	
Knowledge Gaps	How can patients / CGs best deal with remission? Are there things that they can do to help them find their 'new normal'?	

Introduction | Purpose of Patient Engagement (PE) Playbook

Chapter 01 | Foundational Understanding of Patient Engagement

Chapter 02 | Engagement Mapping

Chapter 03 | Best Practices for Strategic Excellence

Chapter 04 | Tools, Templates, and Cross Functional Application

Chapter 05 | In Patients' Own Words

Chapter 06 | Glossary

Patient Engagement defined:

Patient engagement is integrating the voice of the patient throughout the lifecycle of the disease area and item (i.e. drug, device, diagnostics, solutions) development and commercialization.

It is defined as a purposeful dialogue with patients for improving lives and outcomes. It involves:

- Systematically Listening, Understanding, Co-Activating and Collaborating with patients directly or indirectly in one-way or two-way participation.
- Activating patient insights by informing Company's product, service and solution development early on, and by creating meaningful value proposition through innovative ideas that are empowering for the patients and their care community.