

Voice of the Patient

The Essence of Patient Centricity - Engagement and Empowerment



- ❖ Patient centricity continues to be important for every biopharma activity
- ❖ There is increasing pressure from patients, patient advocacy groups and regulators for greater patient involvement in clinical development, disease management and patient support

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Education and Information

What, where and who are trusted sources
Identifying education and knowledge gaps



Understanding their lived experience

The burden of disease and unmet needs and patient journeys, drivers and barriers



Real-world Evidence

Patient record data to quantify and gain metrics. Generating evidence for enhancing value and driving optimal value to patients



Treatment perspectives

Preferences, satisfaction and experience of existing treatments, perspectives on potential treatments, benefit risk e.g. QoL vs. efficacy



Patient Insights start with Listening

R&D Clinical

Patient voice in trial design, PROMs, endpoints and digital enhancements
Understanding acceptability and willingness to participate



Patient engagement

Evaluation of patient support activities, literature reviews, identification of unmet needs, gaps and publication opportunities



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- ❖ The 7i Group team have over 25 years' experience capturing the patient voice
- ❖ We partner with our clients to develop a deep understanding of patients, their lives and experiences, consider their opinions, uncover true unmet needs
 - ❖ We challenge and test any assumptions we make by really listening
- ❖ Our integrated approach combines scientific expertise with qualitative, quantitative, secondary and social media research to strengthen and secure your ideas
- ❖ We know how important patient engagement and empowerment is to build patient rapport and trust, to provide patients with the information/education they need to best manage their health and to ensure new innovations and clinical trials align with patient needs
- ❖ Commissioned by Medical Affairs and Communications teams, we design solutions to understand patients' perspectives, attitudes, perceptions, behaviours and experiences



For further information, please contact us at info@7i-group.com

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