

“Next generation” PROs:

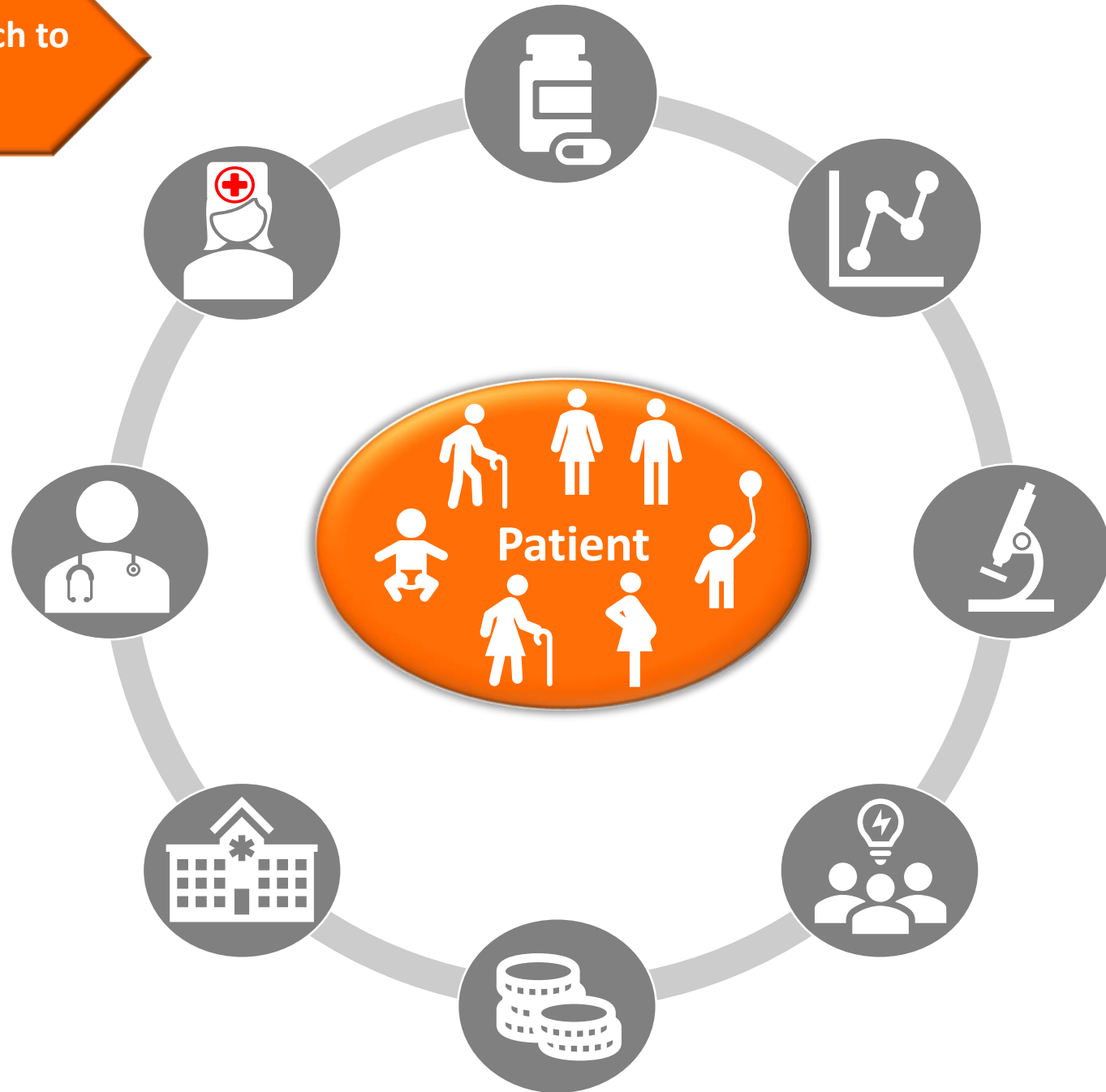
Bringing patient centricity to life

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Patient centricity: an holistic approach to disease management

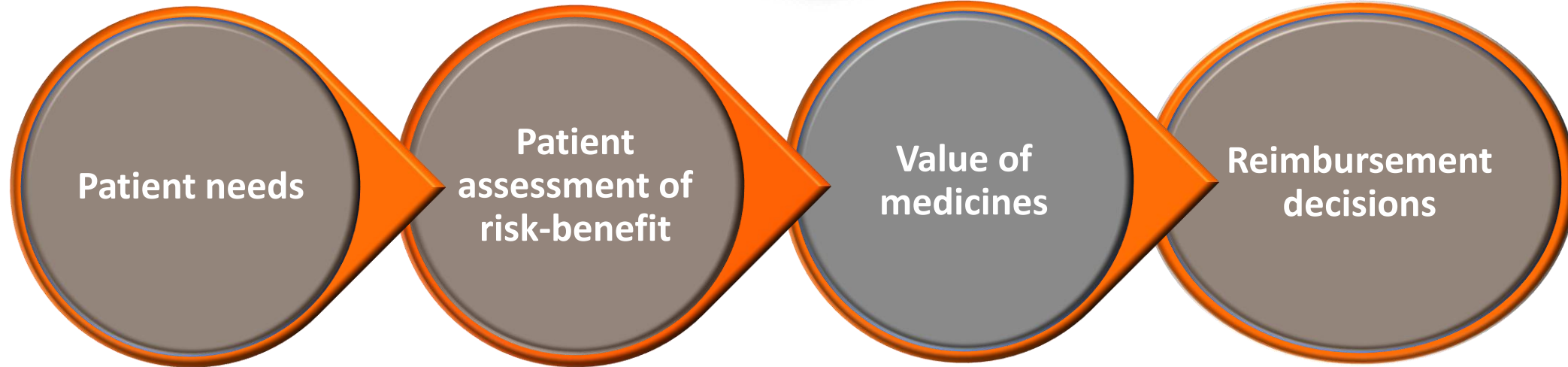


Patient centricity: an holistic approach to disease management



Patient centricity is feasible from a commercial standpoint

Why does the pharmaceutical industry need to be part of the patient centric movement



- The commitment to patient centricity will create credibility with external stakeholders
- Payers are seeking evidence in the form of Patient reported outcomes

Patient Reported Outcome (PRO)

Health outcomes measured by PRO measures (PROM)

Patient involvement

Clinical research

Clinical practice

Health care

Lack of patient involvement

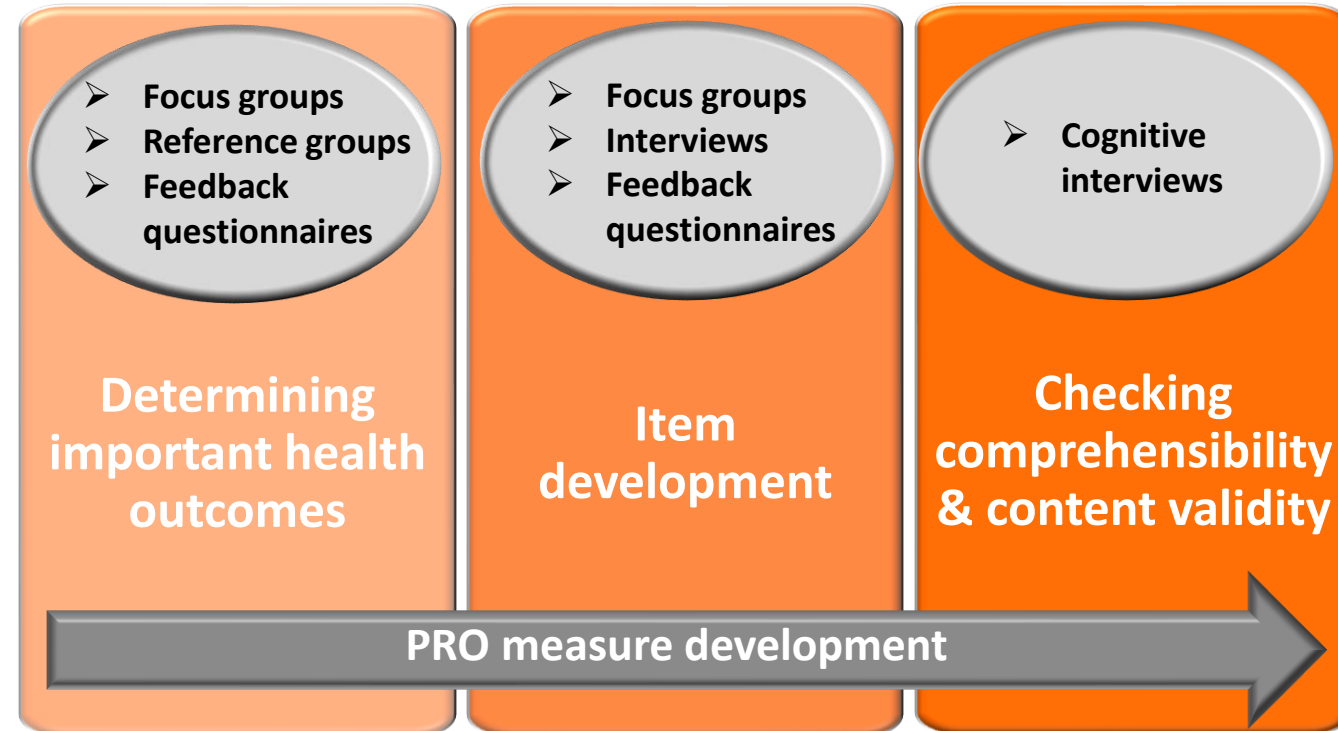


relevance of outcomes and the
comprehensibility of the questionnaire



validity, sensitivity & response
of the questionnaire

3 phases of possible patient involvement



PROM development procedures are not standardized and there are variations to what extent patients are involved and the tools used for their involvement.



Scoping review

193 PROM ²

• In 189 studies •

Aimed to assess

Whether and to what extent patients are involved in PROM development

Change of patient involvement in PROM development over time

Patient involvement

No patient involvement in any part of the process

25.9 %

Outcome determination

9.8 %

Item development

58.5 %

Checking comprehensibility & content validity

50.8 %

Patients involved in ALL 3 phases or PROM development process

6.7 %

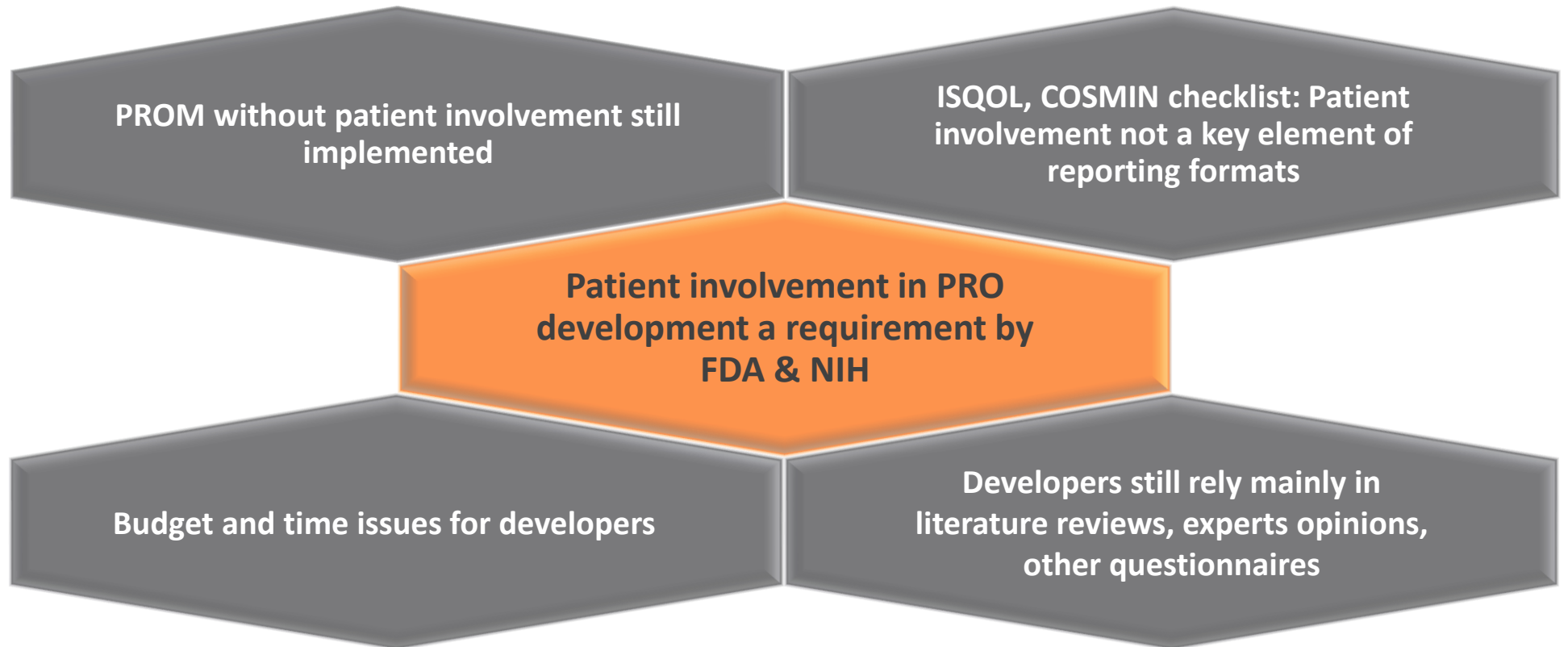
No statistically significant difference in patient involvement over time

Similar and less evidence of patient involvement was found by another review of 42 PROM in RA ³

(2) Wiering B, de Boer D, Delnoij D. Patient involvement in the development of patient-reported outcome measures: a scoping review. *Health Expect.* 2017;20(1):11–23.

(3) Dür M, Coenen M, Stoffer MA, et al. Do patient-reported outcome measures cover personal factors important to people with rheumatoid arthritis? A mixed methods design using the International Classification of Functioning, Disability and Health as frame of reference. *Health Qual Life Outcomes.* 2015;13:27. Published 2015 Feb 25.

Patient centric PROM not a reality yet



Lack of patient involvement leads to conceptual difficulties and questionnaire design problems

Motivation for increasing the extend of patient involvement

- ✓ Adherence to regulatory requirements
- ✓ Increasing understanding of patient's condition
- ✓ Ensuring questionnaires are relevant and easily completed by patients

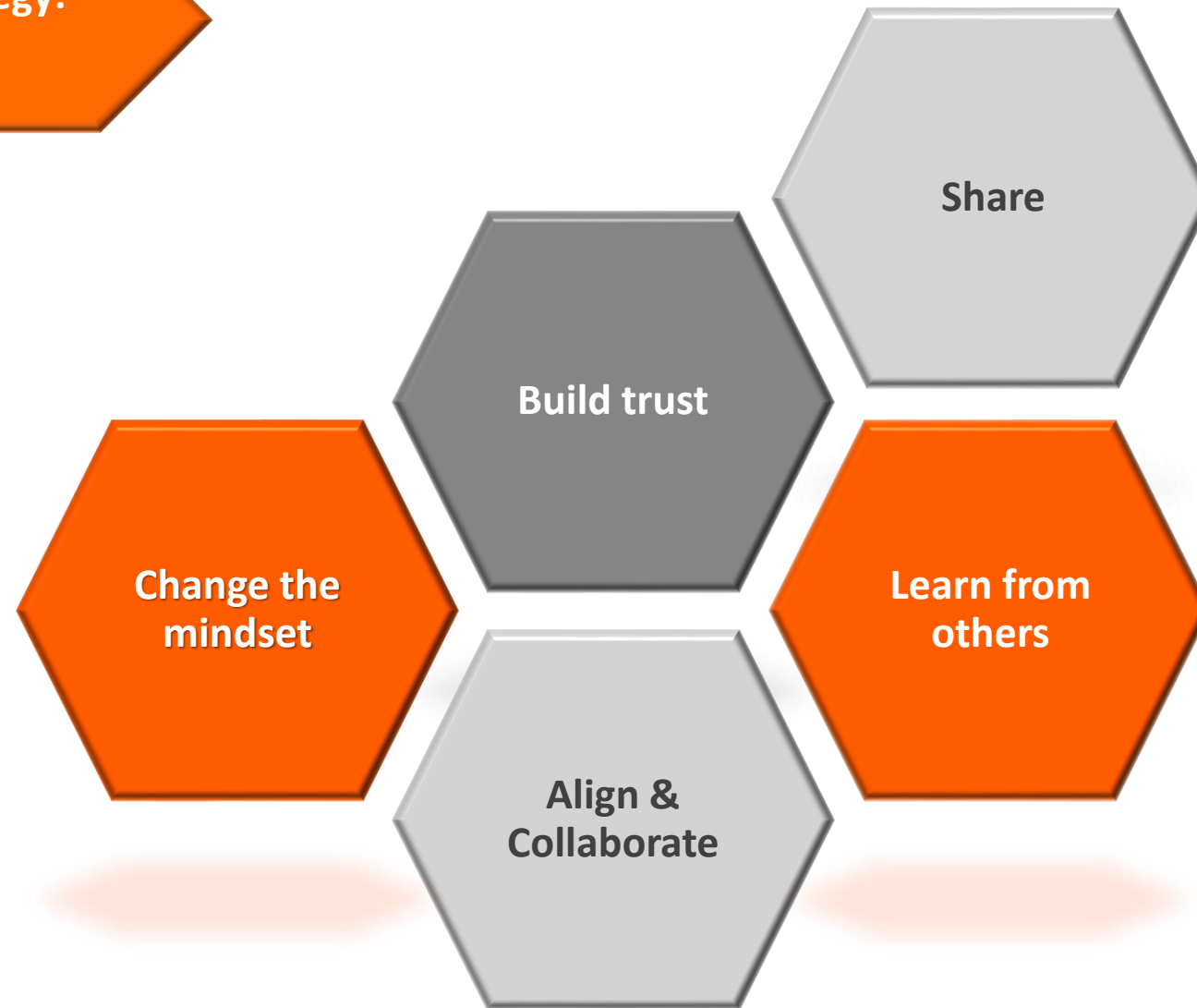
Adopt additional methods of patient involvement

- ✓ Commonly used: focus groups, interviews, cognitive interviews, feedback questionnaires
- ✓ Step forward: Patient research partners, patients advisory groups, online qualitative research

Put added benefit of patient involvement ahead of budget and timing issues

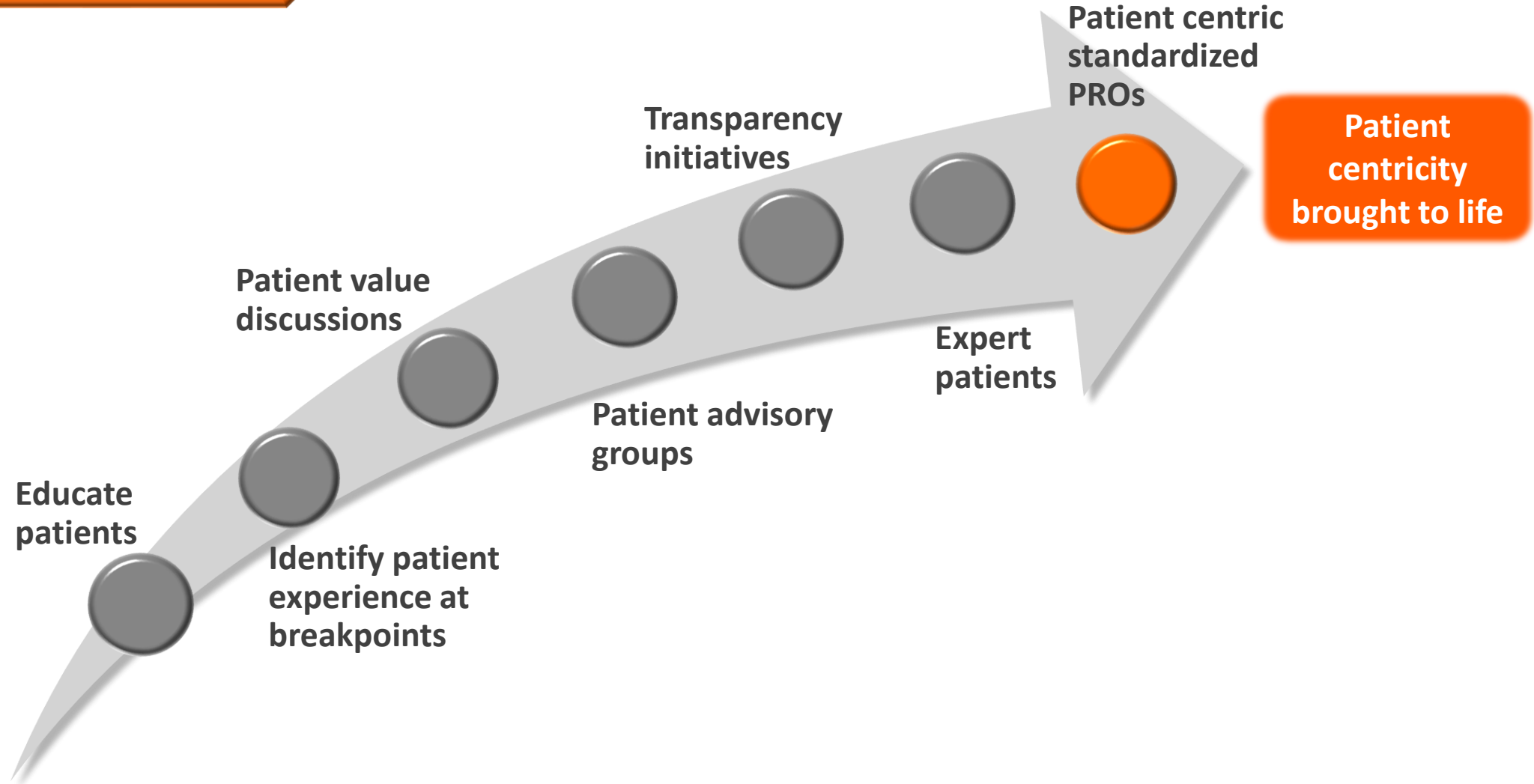
Standardization is essential to ensure the development and use of valid patient-centered PROM measures

Adopting a patient centric strategy: parameters





PATIENT ENGAGEMENT STRATEGIES



Thank you