

# Introduction to Patient Centricity in MedComms

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Lauri Arnstein

MedComms Networking Brunch Club, 4 April 2018

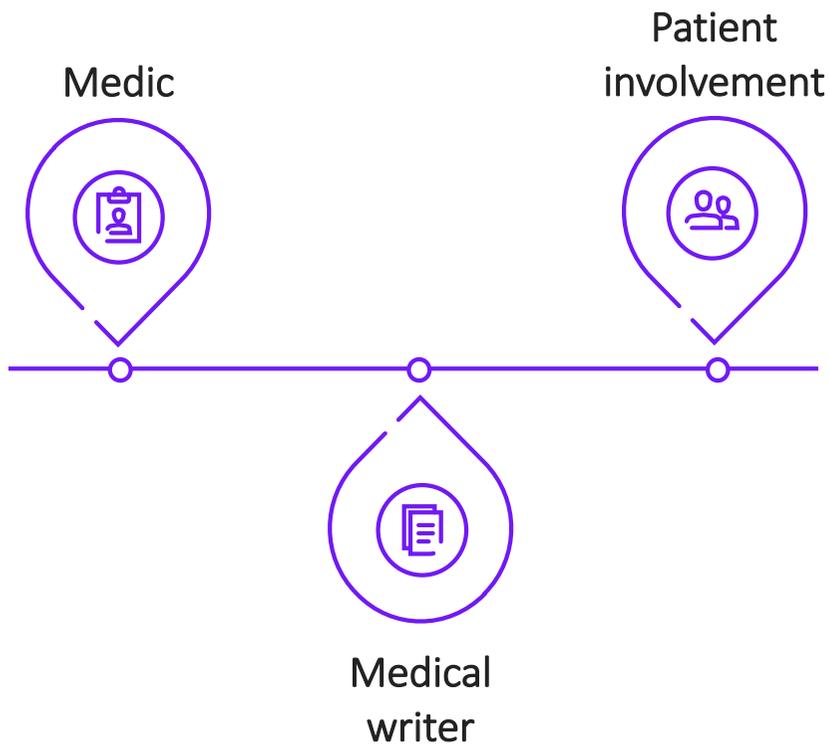
[www.MedCommsNetworking.com](http://www.MedCommsNetworking.com)

Let me  
introduce  
myself..



Lauri Arnstein

Patient Partnership Liaison  
at Envision Pharma Group





# What is patient centricity?

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*“Putting the patient first in an open engagement of the patient, to respectfully and compassionately achieve the best experience and outcome for that person and their family.”*



ORIGINAL ARTICLE

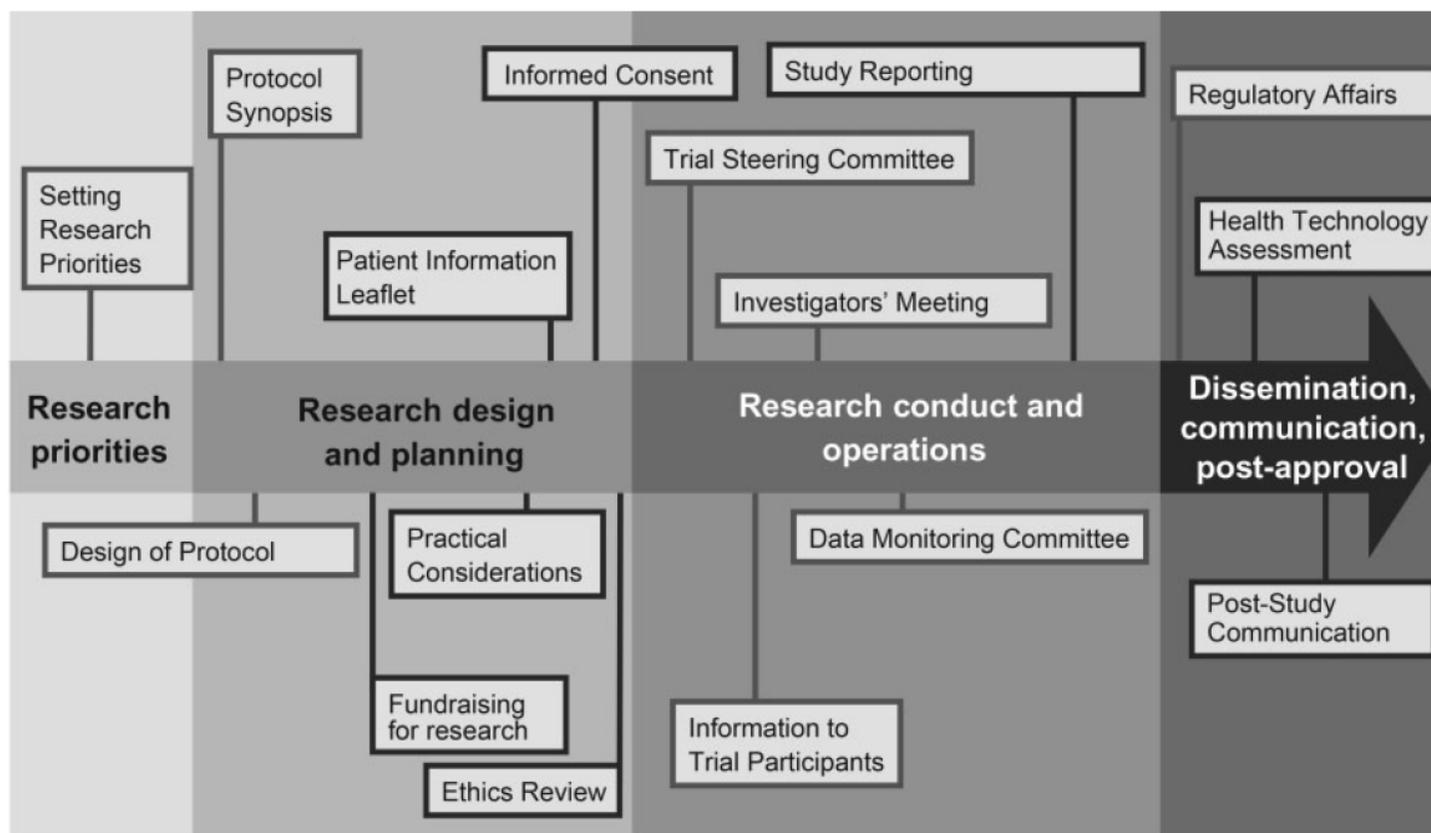
## Defining patient centricity with patients for patients and caregivers: a collaborative endeavour

Guy Yeoman,<sup>1</sup> Patricia Furlong,<sup>2</sup> Michael Seres,<sup>3</sup> Helena Binder,<sup>4</sup> Helena Chung,<sup>5</sup> Vincenzo Garzya,<sup>1</sup> Rachel RM Jones<sup>6</sup>



# Where can patients be involved in medicines development?

**Across the whole lifecycle!**



**Improving Patient Involvement in Medicines Research and Development: A Practical Roadmap**

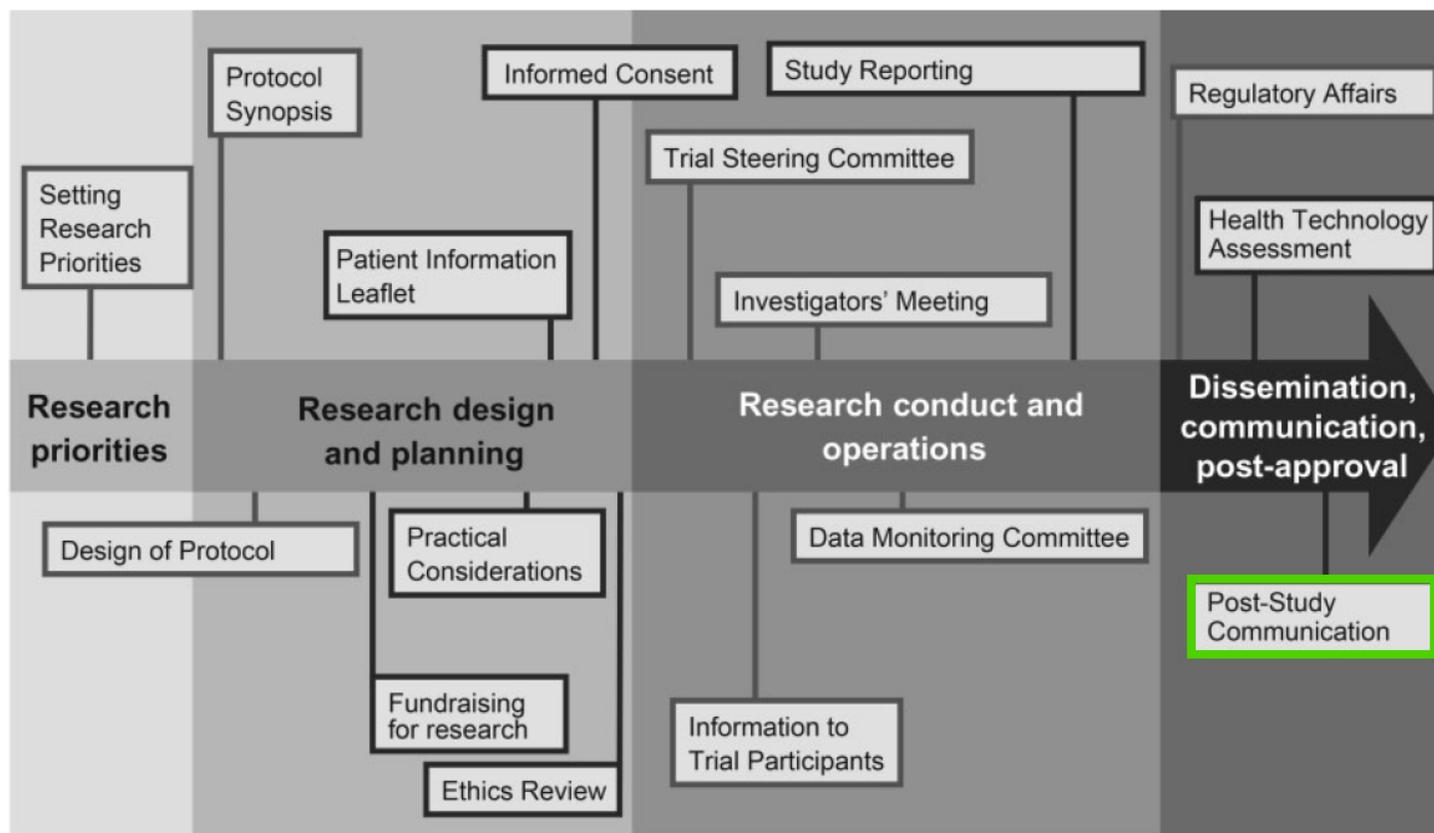
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# Patients are seeking, creating and sharing scientific content

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## The Lancet , which ?

November 29, 2017 at 3:21 pm



rachaelouise

Hi everyone ,  
Just wondering what publications publish the latest medical research and trials?  
Is the lancet a good publication and are any of you signed up to it in order to view the articles ?  
Just had a look and it won't let me fully read the articles .Thanks  
Rachael xx

<https://shift.ms/forums/topic/the-lancet-which>

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## San Antonio Breast Cancer Symposium From the Advocate's Perspective

January 04, 2018



Rebecca Seago-Coyle and Dana Stewart

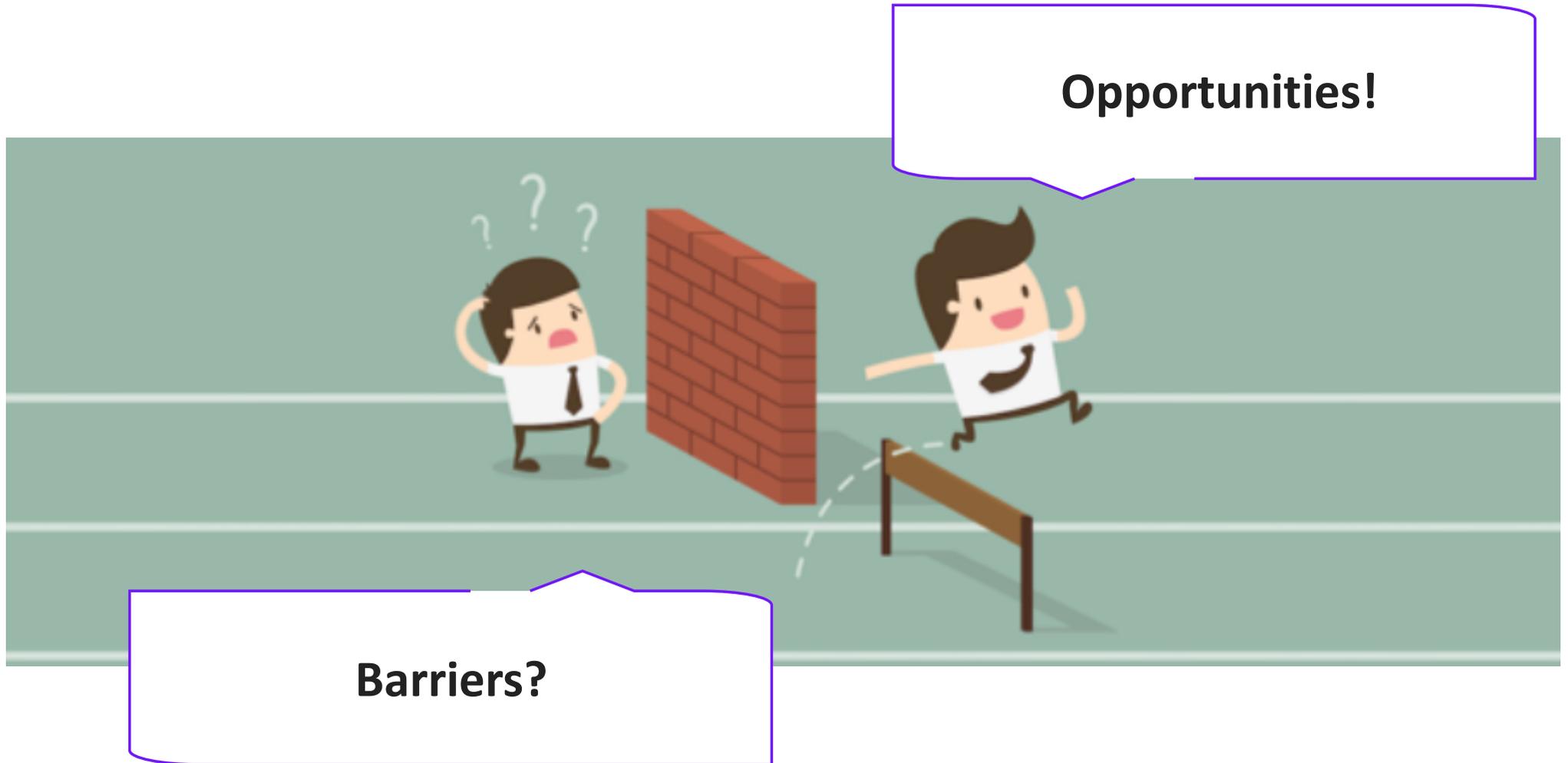
In December, I headed south to San Antonio to attend the [San Antonio Breast Cancer Symposium](#). The conference, which has been going on for 40 years, is set to provide the latest and greatest information on experimental biology, etiology, prevention, diagnosis and therapy of breast cancer. While the messaging is directed primarily towards physicians and researchers, I attended as a patient advocate through the [Alamo Scholarship](#) program and representing [YSC RISE advocates](#). I've

<https://www.patientpower.info/blog/2018/01/04/san-antonio-breast-cancer-symposium-from-the-advocate-s-perspective>



# Pharma's position

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# Key opportunity: Plain language summaries

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- Clear, accessible, relevant scientific content
- Co-create with patients
- Improved patient-doctor communication



- Cost & added complexity
- Perceived as 'cherry picking' data?
- Compliance concerns (but communication ≠ promotion!)



## Summary

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- There is a move within pharma to involve patients in every stage of the medicines development lifecycle
- Rapidly evolving space – patients are not waiting for us!
- Many opportunities for patient involvement in medcomms – pharma need practical guidance to navigate current challenges

www.eyeforpharma.com/clinical-europe

**The Big Interview**

# You've got to mean it

*Patient involvement in research is increasing all the time but pharma needs to get serious to create genuinely meaningful relationships, says patient advocate Derek Stewart*

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Thank you!

Any  
questions?

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