Introduction to Patient Centricity in MedComms

Lauri Arnstein
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www.MedCommsNetworking.com
Let me introduce myself...

Lauri Arnstein
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What is patient centricity?

“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.”

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

Guy Yeoman, Patricia Furlong, Michael Seres, Helena Binder, Helena Chung, Vincenzo Garzya, Rachel RM Jones
Where can patients be involved in medicines development?

Across the whole lifecycle!
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Across the whole lifecycle!

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

Jan Geissler, Dipl.-Kfm.¹, Bettina Ryll, PhD, MD²,³, Susanna Leto di Priolo, PharmD⁴, and Mary Uhlenhopp, RN, MS, MPH⁵,*
Patients are seeking, creating and sharing scientific content.

The Lancet, which?

November 29, 2017 at 3:21 pm

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
Pharma’s position

Opportunities!

Barriers?
Key opportunity: Plain language summaries

- 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

- 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
Thank you!

Any questions?

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