

Patient Engagement Survey

October 2017

Is patient engagement happening in pharma today?

77 full responses (123 total)

Industry representation



42 healthcare agencies

2 clinical trial recruitment

23 pharma

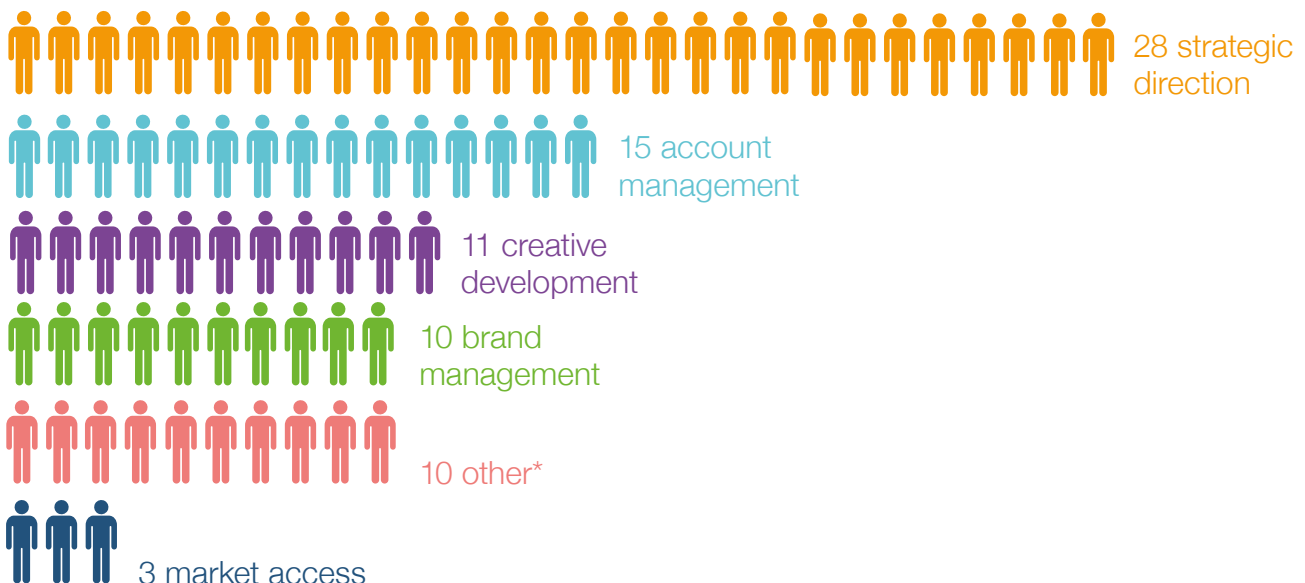
1 medical devices

3 market research

6 other*

*other includes: procurement consultant | patient service consultancy/agency | innovation unit | independent consultant

Industry roles



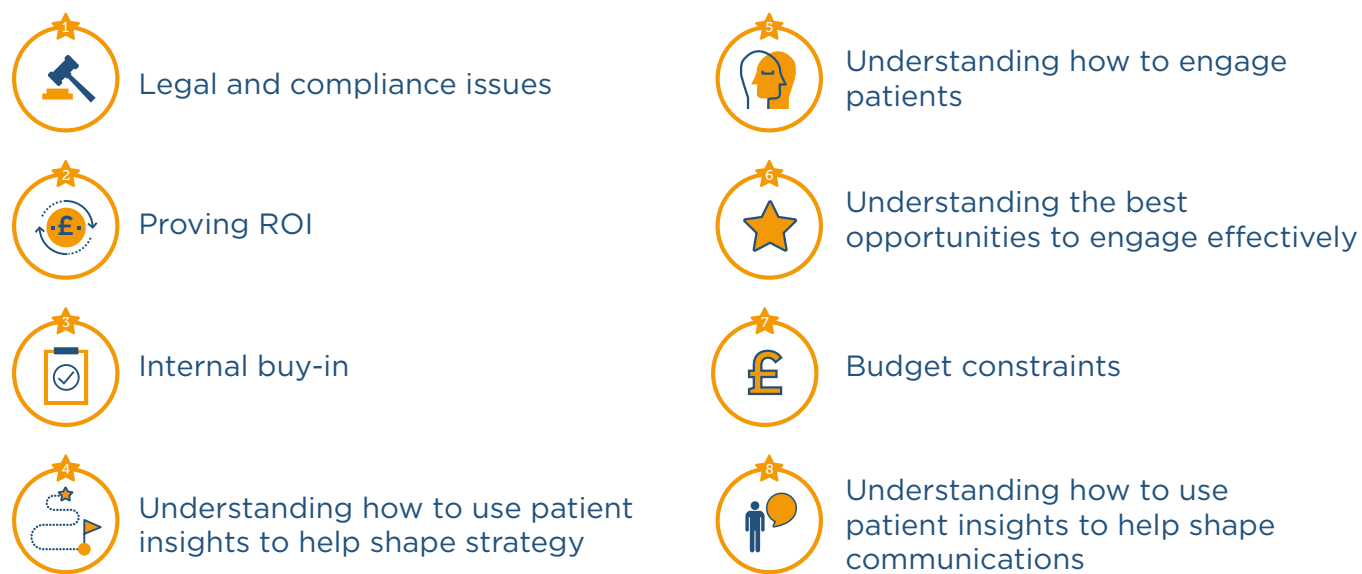
*other includes: procurement | communications | IT | COO | innovation | global patient group relations | insights generation corporate / sci comms | patient advocacy and public affairs | founder

Importance of patient engagement

Respondents rated the importance of pharma engaging with patients at

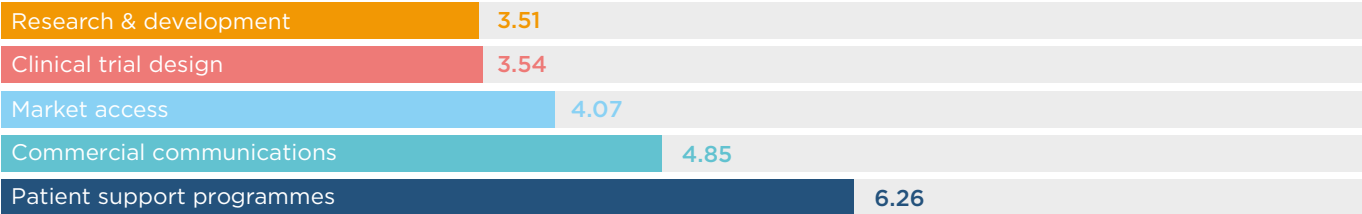


The biggest challenges faced, in order of priority, were considered to be:



Current levels of patient engagement:

Progress is being made but there is still a way to go, with current patient engagement levels rated across the following areas*:



*scored out of 10



100%

of respondents felt that pharma can do more to engage patients

Themes include:

- Have a more holistic view of issues faced by patients
 - Overcome compliance issues. Work with ABPI to work out what can be done with clarity of framework (rather than focusing on resistance)
 - Involve patients in the heart of what they do
 - Shift company culture and fully commit to patient engagement
 - Improve patient education and support
 - Greater transparency and empathy
 - Truly listen and take action
 - Support communication
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What needs to change?



Compliance regulations and understanding of what can and can't be done



Communication



Transparency and perception of the industry



Company culture



Access to patients and patient organisations



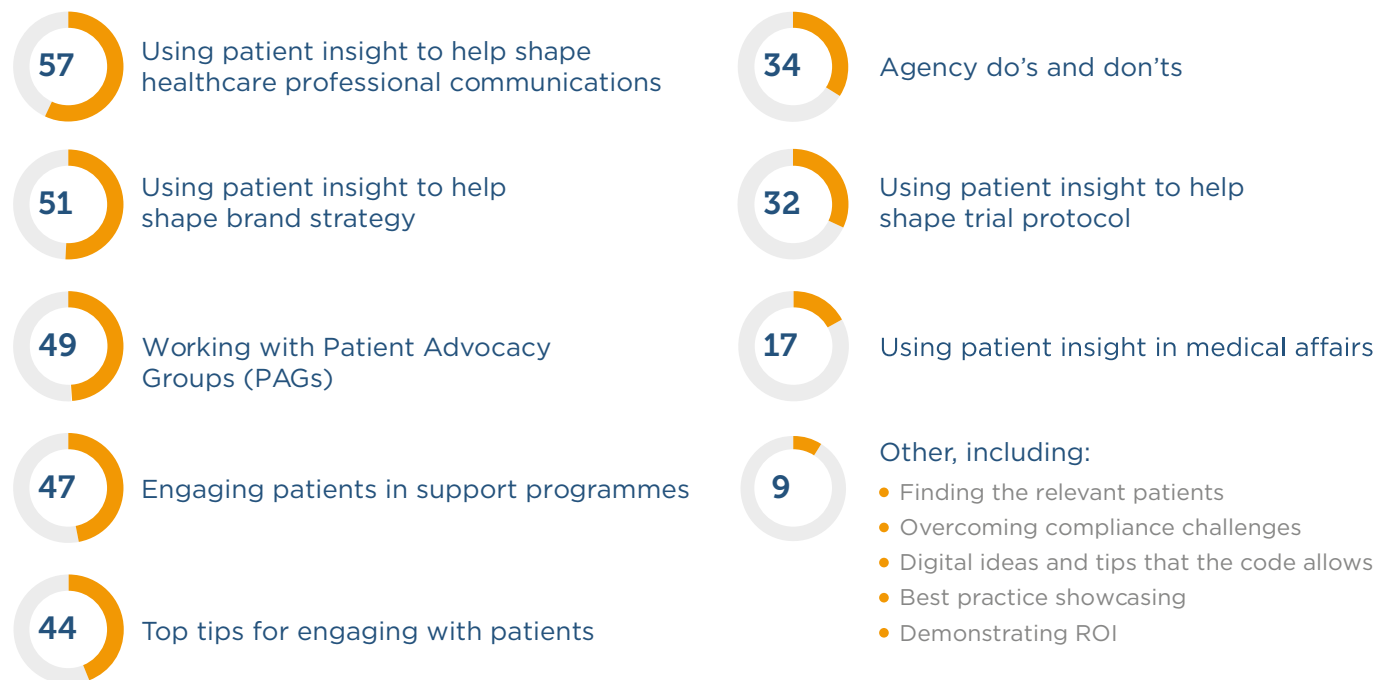
Truly listening to what is important to patients and acting on it



Involving patients as early as possible

*Appendix is available for full responses

Key topics for further understanding through the PM Society Patient Engagement event were*:



*percentages of respondents. Each respondent was able to select 3

Please contact Helen Eade helen@pmsociety.org.uk if you would like a copy of the appendix with a full breakdown of responses.

Developed by the PM Society's Patient Engagement Interest Group. If you would like to know more about the group or join please contact either Helen Eade helen@pmsociety.org.uk or Caroline Benson carolinebenson@cuttsyandcuttsy.com