



# 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

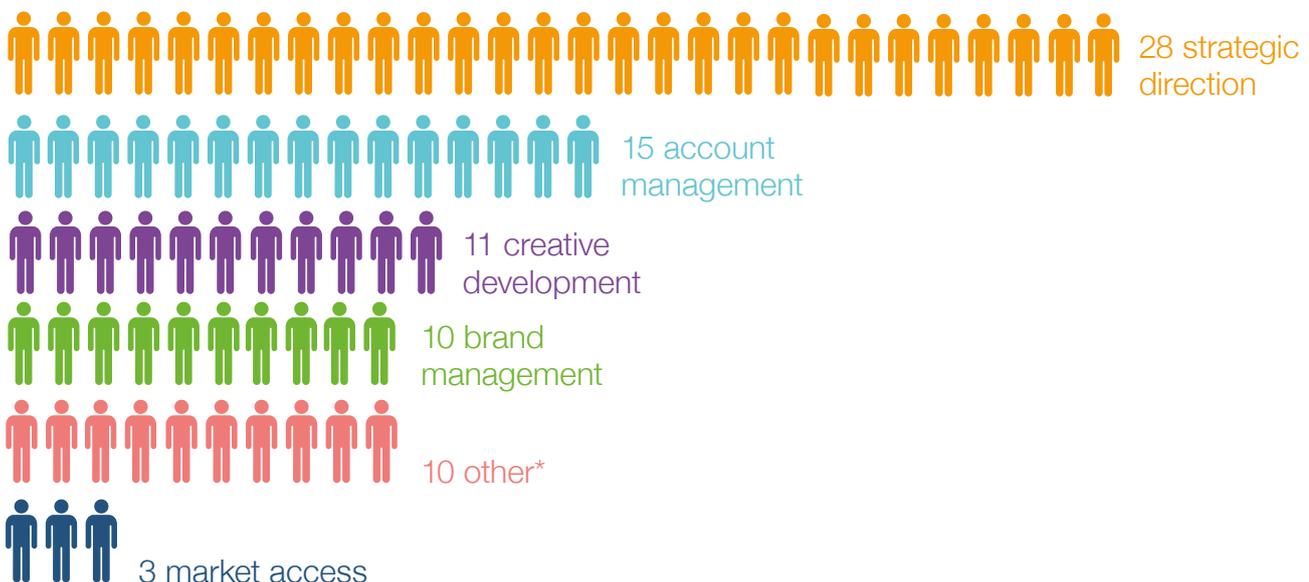
1 medical devices

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

**8.9/10** ★★★★★★★★☆☆  
(average)

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

- 1. Legal and compliance issues
- 2. Proving ROI
- 3. Internal buy-in
- 4. Understanding how to use patient insights to help shape strategy
- 5. Understanding how to engage patients
- 6. Understanding the best opportunities to engage effectively
- 7. Budget constraints
- 8. Understanding how to use patient insights to help shape communications

## 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\*:

Research & development	3.51
Clinical trial design	3.54
Market access	4.07
Commercial communications	4.85
Patient support programmes	6.26

\*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



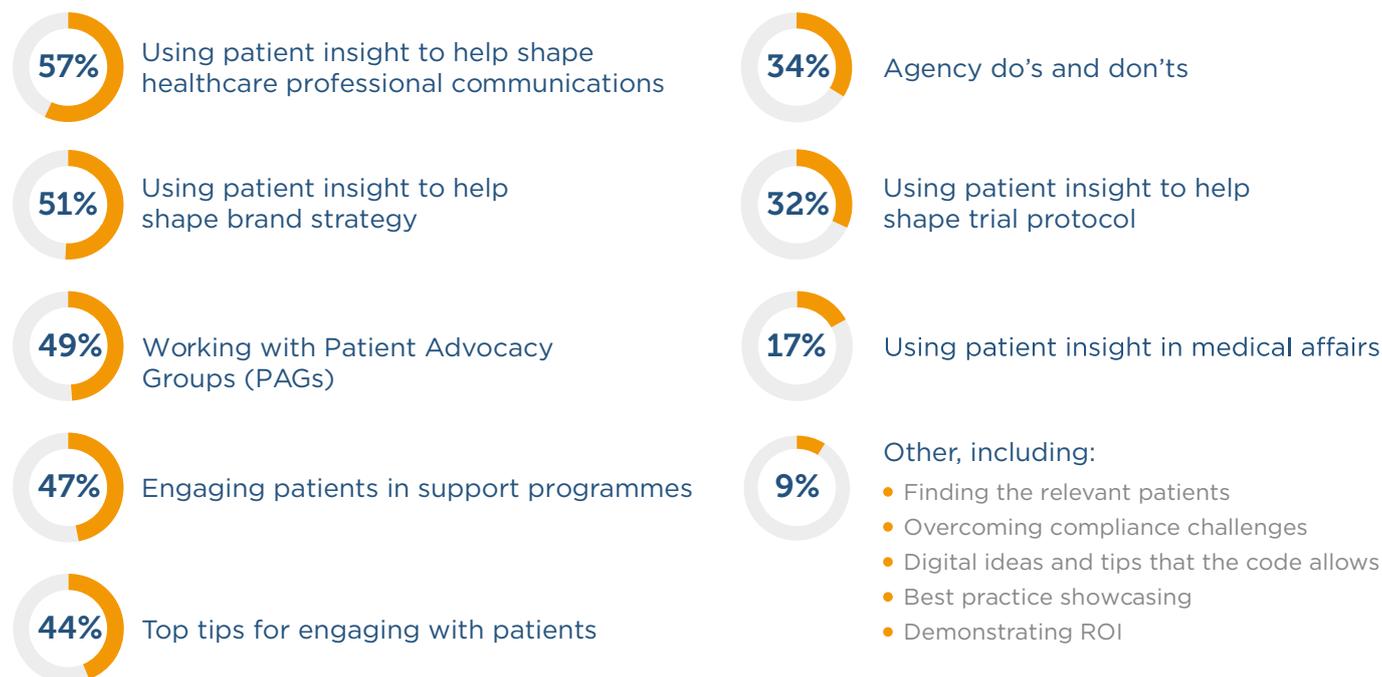
Truly listening to what is important to patients and acting on it



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](mailto: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](mailto:helen@pmsociety.org.uk) or Caroline Benson [carolinebenson@cuttsyandcuttsy.com](mailto:carolinebenson@cuttsyandcuttsy.com)