

## INTRODUCTION

- Despite patient centricity being a point of discussion in pharma for years, patients have not been very satisfied with pharma's patient centricity efforts.<sup>1</sup>
- The industry does not have a common definition of patient centricity, and the parameters that help deliver patient value are still not clear.
- One solution to this is hyper-customization of pharma-generated content, e.g., patients can be shown how a treatment option fits into their individual lifestyle and needs.<sup>2</sup>

In this survey-based study, we aimed to gather opinions from industry professionals on



## METHOD

- Cactus Communications commissioned a survey of industry professionals. The pharma journal PM360 conducted this study in collaboration with Litchfield Research, an independent research firm based in Roswell, GA.
- The survey was distributed via emails to PM360 and Cactus Life Sciences subscribers, and online via newsletters and social media.
- Responses were collected from January 4 to February 25, 2022.

## RESULTS

We collected responses from a total of **31 pharma/biotech and associated industry professionals**, who described medical affairs, clinical trials, and commercialization as their main areas of focus. Below are their responses to survey questions, ranked from most to least selected (percent responses).

### Definitions of Patient Centricity

- Patient's well-being at the core of all initiatives
- Shift from disease-centered to a patient-centered strategy and from product-led to a patient-led development process
- Patient inclusion in the scientific process and in study development
- Health equity, inclusion, and drug access at all socio-economic levels
- Pharma's internal structure adapted to prioritize patient-first initiatives

### Barriers to Patient Involvement

- Historical precedent to only ask for clinicians' input
- Lack of standard operating procedures relating to involving patients/caregivers
- Determining which patients to engage with/representativeness
- Concerns about regulations governing engagement with patients
- Lack of trust from patients

### Communication Activities Involving Patients

- Disease-state education initiatives
- Post-launch patient education
- Patient plain language summaries



## CONCLUSION

- Patient communities have adopted the phrase "nothing about us, without us" in their quest to be included as equal stakeholders in the healthcare system.<sup>3</sup>
- Our survey results indicate that while patient centricity has been gaining momentum as a strategic priority for biopharma, the industry is far from embodying this maxim with regard to patient involvement.
- Standardization of patient and caregiver involvement in drug development, medical communication initiatives, and clinical publications would augment the value currently being created by fragmented patient-centric activities.
- Medical affairs professionals can lead this standardization as they are the natural bridge of communication between the R&D and commercial segments.

## LIMITATIONS

The small sample size of this survey prevents an in-depth and accurate understanding of the broader industry's experience of and attitudes to patient centricity. Nevertheless, this study suffices as a starting point for a conversation toward stronger and more unified patient-centricity efforts.

### Acknowledgments

- Maarten Beekman, Medical Impact+, South Holland, The Netherlands
- Leigh M. Boehmer, Association of Community Cancer Center, Rockville, MD, USA
- Lily Chu, International Association for Chronic Fatigue Syndrome/Myalgic Encephalomyelitis, Burlingame, CA, USA
- Jessica (Byam) Klein, Ipsen, Boston, MA, USA
- Priyanka Shah, Priyanka Gaikwad, Lauren Bernard, and Kshitij Naithani, Cactus Communications

### References

1. Lubkeman M., Lee M., and Barrios G. What Do Patients Want, and Is Pharma Delivering? Boston Consulting Group. 2020. <https://www.bcg.com/publications/2020/what-patients-want-is-pharma-delivering>. Accessed on April 05, 2022.
2. Cactus Life Sciences. Stakeholder Perspectives on Digital Scientific Content - What HCPs, Patients, Payers, and MSLs Really Want from Medical Affairs. Cactus Life Sciences, Cactus Communications. 2021. <https://lifesciences.cactusglobal.com/thought-leadership/stakeholder-perspectives-on-digital-scientific-content/>. Accessed on April 08, 2022.
3. Chu L.F., Utengen A., Kadry B., Kucharski S.E., Campos H., Crockett J., Dawson N., and Clauson K.A. "Nothing about us without us"—patient partnership in medical conferences. *BMJ*. 2016;354:i3883. doi: <https://doi.org/10.1136/bmj.i3883>.

<sup>#</sup>Prerna Motwani is a former employee of Cactus Life Sciences, Cactus Communications, Mumbai, India. She is now associated with Cipla Ltd., Mumbai, India.