

# When You Should

# Ask Patients

## Patients Help You Understand

- ☐ Patient & caregiver experience
- ☐ Burden of disease
- ☐ Patient priorities & preferences
- ☐ New product planning
- ☐ Barriers to adherence
- ☐ Treatment decision-making
- ☐ Clinical trial protocol design
- ☐ Clinical trial simulation
- ☐ Recruitment strategy
- ☐ Real world evidence
- ☐ Digital tool engagement
- ☐ Device and digital usability
- ☐ New product launch strategy
- ☐ Marketing materials
- ☐ Patient support programs
- ☐ Disease education needs
- ☐ Financial & access assistance
- ☐ Awareness campaigns
- ☐ ... countless other opportunities!

# How You Should

# Ask Patients

## Plan an Equitable Engagement

- ☐ Ask people who are diverse & representative of target population
- ☐ Understand culturally sensitive ways to approach the topic/community
- ☐ Consider the trade-offs between engagement methods (e.g. surveys, focus groups, interviews, user-testing)
- ☐ Make accessible through virtual options or physical accommodations
- ☐ Compensate patients fairly for their participation (hint: an hourly rate may not always reflect value provided)
- ☐ Cover expenses (e.g. travel, childcare) upfront to minimize out-of-pocket costs
- ☐ Don't leave patients hanging, provide sufficient and timely updates
- ☐ Close the feedback loop so patients know how they made an impact
- ☐ Plan your next touch point, patient engagement is an ongoing process
- ☐ Work with other ethical companies or organizations\*

*\*Do your other vendors and partners follow the same checklist, or are you merely removing yourself one step from patients being treated less equitably?*