

From Research Through to Commercialization: Operationalizing the Integration of Patient Insights

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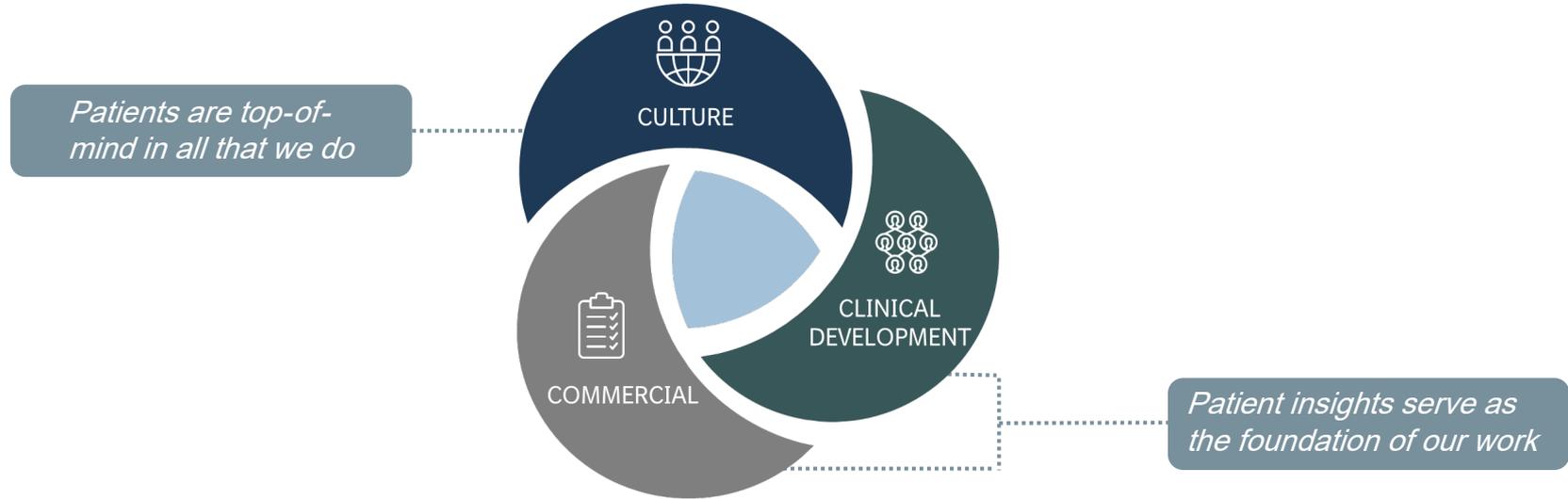


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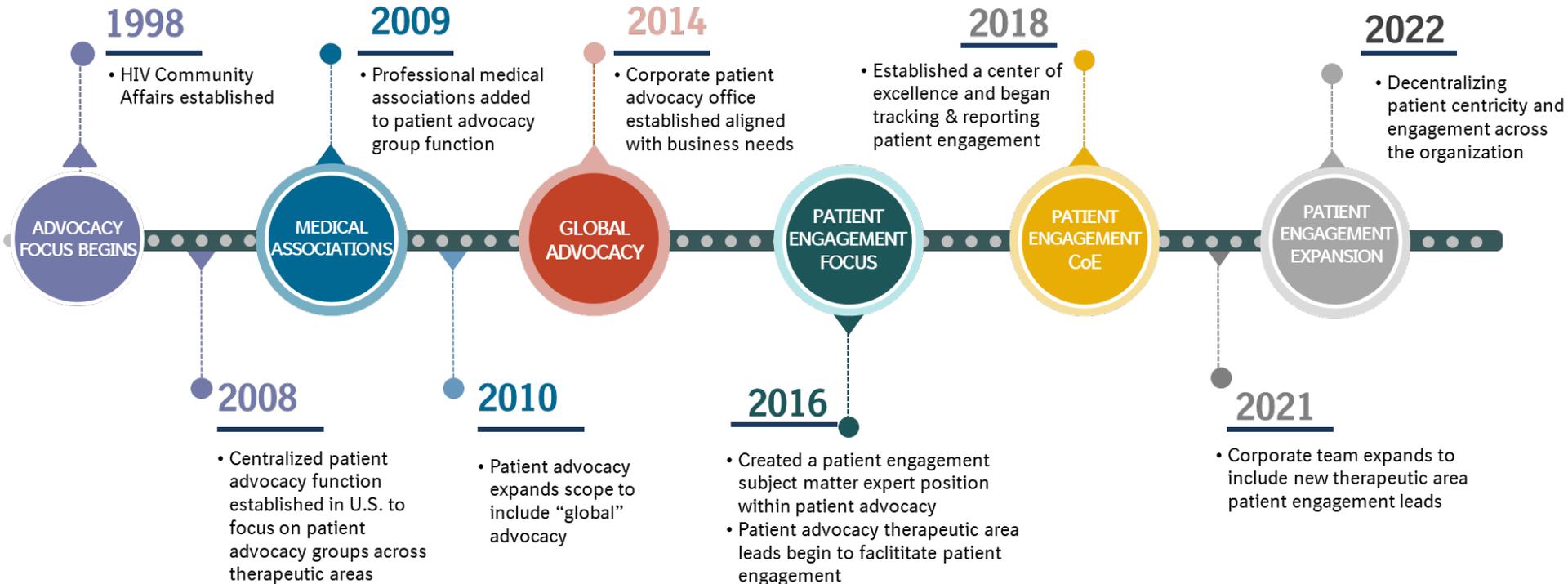
Patient centricity is now part of our company -wide strategy



*As of 2021, patient centricity is a corporate Human Pharma guiding principle
The U.S. Human Pharma leadership team has a dedicated patient centricity strategy*

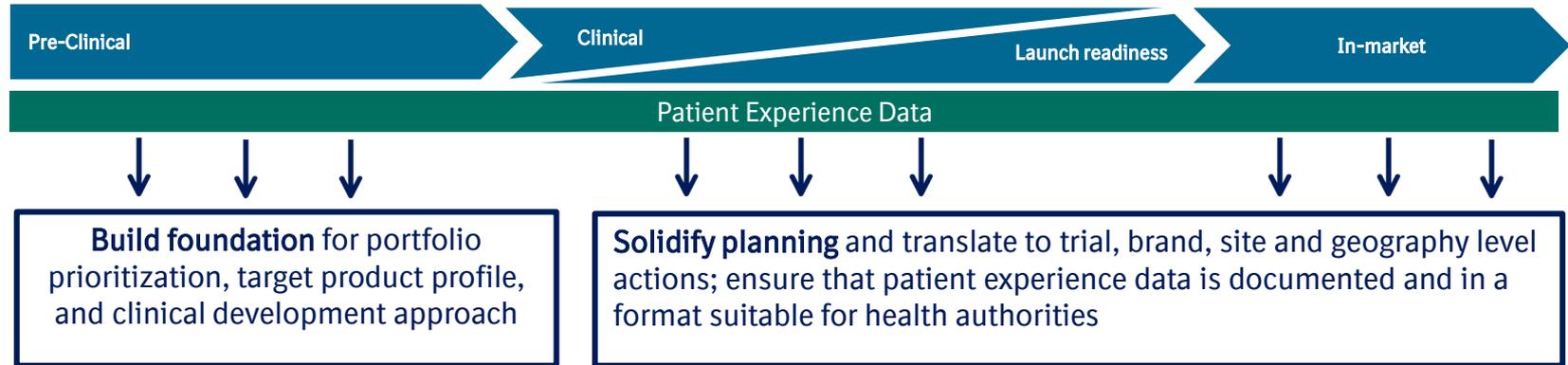


It has been a journey, with continued opportunity to evolve



Embedding patient experience data across the value chain

Global Patient Engagement works to build strategic patient engagement plans and drive integration across the value chain in a highly matrixed organization



Regions focus on country-level insights in diverse & representative patients



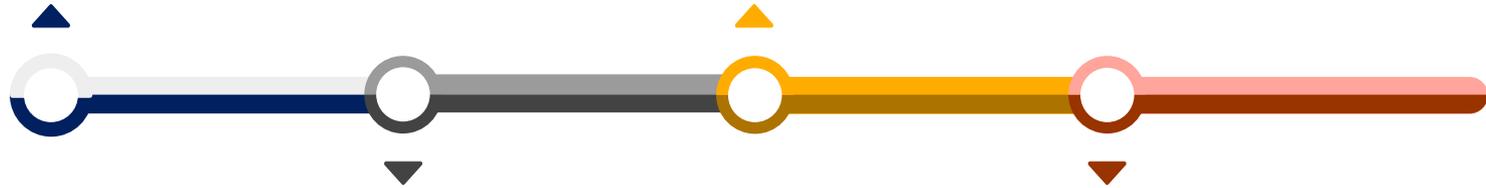
In practice: Embedding patient experience in development

IDENTIFY PATIENT GROUPS

- Advocacy team identifies and contracts with patient groups working in this disease area interested in working with BI

PATIENT REPORT

- Patient insights from ad board, and other sources, integrated in internal document
- Gaps outlined
- Systematically shared across functions



PATIENT ADVISORY BOARD

- Global ad board held with representatives from several groups
- Patient organization presents to BI team on the disease experience and unmet needs
- BI presents trial and program design and seeks input from organization representatives

DEVELOPMENT APPROACH

- Results from patient report included/referenced in all key documents for start of development
- Documents serve as key input into decision-making by project leadership for development approach



Empowering teams to embed patient centricity and engagement

PILOT PROGRAMS

Center of excellence works across the business to pilot new methods and approaches for patient centricity and engagement to continue to drive innovation and evolution

METHODS EXPERTISE

Expertise on patient engagement methods and approaches provided by the Center of Excellence to advise on which method is optimal for specific use case

ACCOUNTABILITY

Department leaders are responsible for embedding patient centric mindset and culture and enabling patient engagement in ways that are authentic to their business

PROCESS

Center of Excellence on patient centricity and engagement works with sourcing, legal, privacy, compliance, and other stakeholders to develop a clear process for initiating and managing patient engagement activities

RESOURCES

Training, education, and other resources available from the Center of Excellence to support teams to embed patient centricity and enable patient engagement



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In practice: Embedding patient centricity within departments



Patient Minutes, Videos & Other Resources



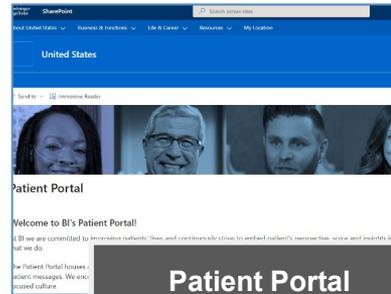
Patient Ambassadors Program



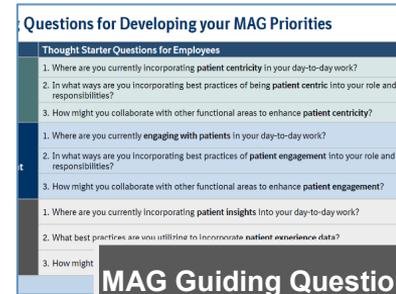
Patient Centricity Exercises



Patient centricity Awards



Patient Portal



MAG Guiding Questions



Key takeaways

- **Invest in a culture of patient centricity** – this will help drive patient-focused decision-making across the organization
- **Leadership support** at all levels is essential to driving the integration of patient centricity and engagement across the organization
- **Create accountability** by providing clear guidance around patient privacy and establishing expectations for patient engagement activities across functions
- **Empower teams to engage with patients** by integrating these capabilities across the business
- **Information systems** that enable searchable, storage of insights, etc. are needed to increase accessibility and use of insights
- **Prioritize co-creation and collaboration** – patients want to be more than organizational inspiration, they want to meaningfully contribute

