

PATIENT ENGAGEMENT GUIDE FOR IMPROVED PATIENT-COMPANY INTERACTIONS

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PUTTING THE PATIENT PERSPECTIVE IN THE DRIVER'S SEAT

HollandBIO's programme "Faster and better from bench to bedside" aims to create opportunities that simultaneously boost health, innovation and affordability. One of our key recommendations is to put a patient's perspective in the driver's seat when developing new medicines. Their disease expertise improves:

- the development of medicines that matter
- the speed and overall efficiency of the R&D process.

Patient engagement thus makes a lot of sense, also from a business perspective. Still, many companies find it challenging to put theory into practice. To support companies in starting or improving their professional collaboration with patients, HollandBIO and admedicum created the Patient Engagement Guide (PEG): a practical, online manual with case studies, tools and checklists.

The aim of the PEG is to stimulate interaction between patients, patient organizations and companies.

HOLLANDBIO PROGRAMME: FASTER AND BETTER FROM BENCH TO BEDSIDE

The life sciences & health sector lives up to its promises. Innovative medicines and therapies offer new perspectives to patients. But their development was never as long, as risky and as expensive. HollandBIO is convinced we can do better and faster. We team up with front runners in the life sciences sector to deliver solutions that smoothen the way from lab to patient.

We stand for:

- Patient perspective in the driver's seat
- Smart testing + better disease models
- Adaptive ecosystems
- Innovative pricing models
- Orphan drugs: the first step towards personalized medicine

PATIENT ENGAGEMENT GUIDE

THE MAKING OF



- HollandBIO
- admedicum
- Biopharmaceutical companies
- Patient representatives

CASE-STUDIES

- The first steps in patient outreach
- Capturing patient insights: interviews and surveys
- Organizing a Patient Advisory Board
- Patient participation in clinical trials
- Next step: patient access
- User-friendly delivery

TOOLS & CHECKLISTS

- Defining your goal
- Ready, set, go!
- Patient Advisory Board FAQ
- Patient Advisory Board template
- Lessons from patient advocates experience

EXPERIENCE THE PEG HERE!



HELP US BRING PATIENT ENGAGEMENT TO A HIGHER LEVEL!

Your best as well as your worst case practices are valuable input to further improve the PEG!

JOIN US. LET'S CHALLENGE THE STATUS QUO TOGETHER, TODAY.