

Patient Engagement in Medical Affairs



Envision
the Patient

Powering Patient Voices

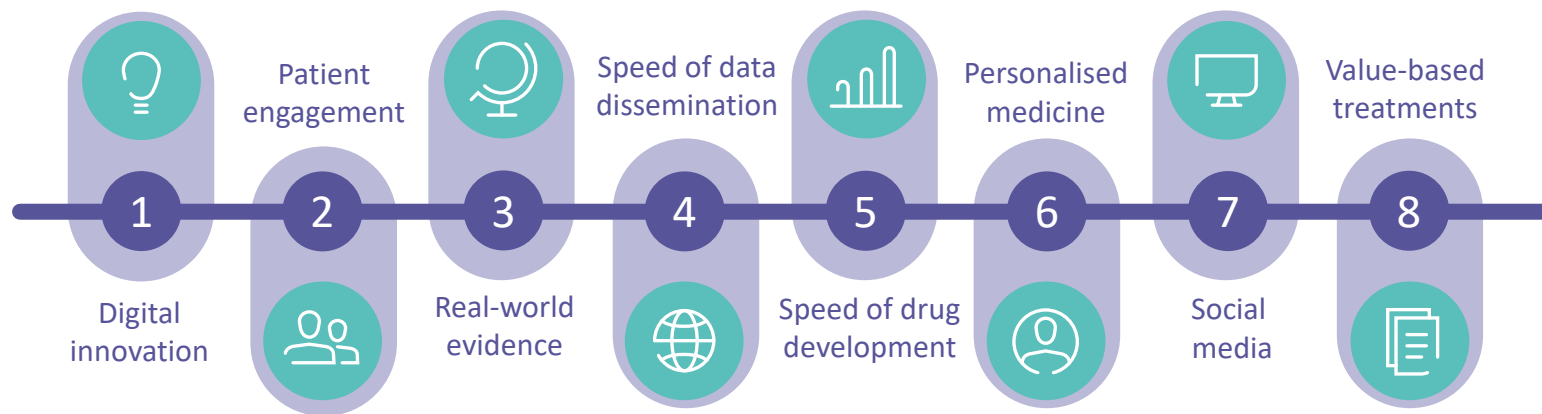
Patient engagement is becoming increasingly recognised as adding value in medical affairs



In a recent survey, ISMPP members were asked sent a survey to ask ‘What comprises Medical Affairs?’

- 87% of those who responded were from medical affairs departments in a pharmaceutical/biotechnology company

The top three most important factors affecting medical affairs in the next 2-3 years were identified as being **digital innovation, patient engagement and real world evidence** (N=93)



There is currently a gap in implementation

Despite patient engagement being considered the second most important factor for medical affairs, **<30%** of those surveyed said that medical affairs professionals currently develop patient materials

How Envision the Patient can partner with medical affairs to optimise patient engagement opportunities



Situational Analysis



Disease areas assessment
Map of therapeutic landscape
Clarity on product profile
Stakeholder insights

Medical Strategy



Outline Vision
Define medical objectives
Outline strategic medical drivers

Tactical and Operational Plan



Medical affairs tactical plan
Agree activities by function

MAPS
medical plan

Valuable patient
engagement

Patient advisory boards
Patient/carer journey and segmentation
Patient value and unmet needs
Advocacy landscape mapping

Advocacy group vision, strategy and engagement plan
Patient lexicon and messaging platform
Patient-centric publication plan
Multichannel patient communication plan
Real world evidence, Phase IV data generation

Medical affairs lead Advocacy partnerships
Patient steering committees for co-creation of content
Internal medical team training
Patient Ad Boards e.g TPP, outcomes measures
Medical education materials for advocacy groups
Plain language summaries

← Integrated Patient Engagement Plan →

Envision the Patient delivers patient-focused projects to enhance publication and medical plans



Publications



- Patient involvement in publication planning
- Plain language summaries (PLS)
- Education and capability-building around PLS
- Compliance guidance
- PLS dissemination support
- Managing and tracking PLS in Datavision
- Patients as authors

Medical Affairs



- Strategy to optimise patient involvement
- PAG mapping and profiling
- Patient advisory boards
- Patient journeys
- Patient education materials
- Plain language communication platforms and lexicons
- Competitor intelligence

Strategic partnership, planning and tactical delivery

Operational excellence: Embedding patient-focused processes into your operations

Working in partnership to create meaningful patient engagement opportunities



Partnering



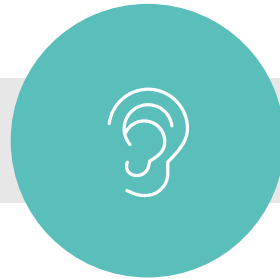
Supporting patient-focused strategy and internal team buy-in

Supporting patient involvement at congresses

PAG and patient expert mapping and profiling

Co-creation and project collaboration

Listening



Gathering patient insights

Patient advisory boards

Qualitative Research

Social media analysis

Empowering



Patient authorship training

Plain language training

Health Literacy Training

Communicating



Patient education materials

Publications and PLS

Data enhancements and dissemination

Co-creation of patient information and resources

Envision the Patient can support across a range of patient education materials



TYPES OF PATIENT EDUCATION MATERIALS INCLUDING



Educational materials



Patient websites



Trial recruitment aides



Decision-making aides

EXPERIENCED IN CO-CREATION AND COLLABORATION ON PATIENT MATERIALS AND INITIATIVES

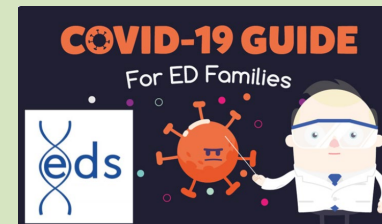
Training for Patient Advocates

Collaboration with WECAN to co-create a world-first open access, publications training course for patient advocates



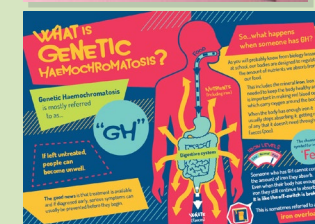
'Everybody's Different'

Award winning children's book developed in collaboration with the Ectodermal Dysplasia Society



'Am I going to get GH?'

Developed in collaboration with a PAG. Two booklets have been created, one for children and the other for teens/young adults. They will help to explain the rare disease and their likelihood of developing the genetic condition



"Thank you so much for this and all the hard work you put into the project. Suffice to say we are thrilled and tremendously impressed at the quality of the work and your open, collaborative approach"

Neil McClements – CEO Haemachromatosis UK



Find out more

To find out more about how we can partner
with you to enhance your medical plan

Please contact
info@envisionthepatient.com