

PRESENTED AT MAPS WEBINAR

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HOW TO WORK WITH PATIENTS IN A COMPLIANT MANNER

Katie MacTurk, MS



Health Union is a company that develops, hosts, and operates over 40+ condition-specific online platforms where patients and caregivers go to seek information, find validation of their experiences, and connect with others. Condition-specific platforms span many therapeutic areas from general medicine and autoimmune to oncology and rare disease. Patients and caregivers visiting these sites or receiving email newsletters are also given the opportunity to have their voice heard through opportunities to participate in research (like online surveys, interviews, and much more). Through these platforms, Health Union's insights team has a vast source of established knowledge of these conditions as well as access to large pools of easily accessible, qualified respondents.

[Click here to find out more about Health Union's Insights and Offerings](#)



Meet
Katie MacTurk, MS

Katie MacTurk, MS, an Executive Research Director at Health Union, has spent her entire tenure in the healthcare research space, bringing the patient voice into clinical and commercial development. For over 10 years, she has designed and executed research engagements on behalf of pharmaceutical companies to help answer key questions and inform strategy. These projects range in size and scope from obtaining feedback from patients on clinical trial protocol and design to mapping the patient experience with a given disease state from pre-diagnosis through multiple lines of treatment from the perspective of patients, caregivers, physicians, and nurses – and multiple project types in between. She has experience in a wide range of therapeutic areas, with a special focus in oncology. She looks forward to sharing her perspectives on how to effectively engage with patients and amplify their voice so it can be incorporated into all phases of clinical and commercial development.

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