

## Enroll Your Team in DIA's New Patient Engagement eLearning Program



### Patient Engagement eLearning Program

An ever-expanding area of collaboration is occurring between patients, patient organizations, industry, regulators, and governmental organizations to ensure that new drugs developed both represent value to the patients they aim to treat, and that the timeframe for providing new innovations to patients is accelerated. Integrating the patient experience from the early stages of drug development through approval and post-marketing is now an accepted norm. However, for many companies, understanding why this is important as well as convincing leadership to invest in these activities can be confusing and elusive. DIA's Patient Engagement eLearning Program provides the fundamentals about why and how to incorporate patient focus and build organization-wide capabilities.

### Introduction to Patient Engagement in Drug Development

This module is designed to provide the foundational knowledge for integrating the patient perspective into the full medicines lifecycle, including regulatory decision-making and post-marketing efforts, which can improve patient outcomes and increase the success of the product. The concepts covered in this course apply to drugs, biologics, devices, and any medical/therapeutic products developed for patient use.

#### Featured Topics:

- What is patient engagement?
- Key drivers of patient engagement
- Benefits and challenges of patient engagement
- Building an engagement plan
- Compliance issues
- Evaluating the patient engagement program: quality and impact

### Preparing for Purposeful Patient Organization Partnerships

#### The 5 W's: Why? Who? When? What? hoW?

There has never been more interest in fostering fruitful partnerships between life science companies and patient organizations. As with any new endeavor, before you get started it's prudent to gain an understanding of the terrain of patient advocacy communities, changing capacities and expectations, and emerging best practices. This module provides an overview of different organizational types, how to identify and gauge potential partners, when to engage, what might be gained from partnerships, and guiding principles to maximize shared success.

#### Featured Topics:

- Why partner with patient organizations?
- Who should you partner with?
- When to partner? The importance of timing
- What is the nature of the intended partnership? Clarify the ask and opportunity
- How? Best practices for engagement common challenges
- Examples of quality, mutually beneficial engagements

### Legal and Compliance Considerations for Engaging Patients as Partners

While there is much accumulated experience with and well-established procedures and contracting processes for engaging academic and medical experts in the work of life science companies, patients, care partners, and patient advocates bring a different type of expertise to and expectations for interactions. This course will review ethical, legal, and regulatory requirements for patient contact and engagement, as well as emerging points of consensus about fair practices for engaging patients, care partners, and patient advocates, including non-disclosure, privacy, compensation, non-exclusivity, and independence.

#### Featured Topics:

- Working with legal and compliance teams
- Constructing appropriate contract terms that form a solid foundation for engaging patients, care partners, and patient advocates as partners in medical product development
- Avoiding common errors in contracting with patients/advocates that can delay or derail patient engagement projects
- Reducing the risk of presenting terms or conditions that could impair or jeopardize relationships with key patients/advocacy organization, or the company's reputation

### Creating a Patient-Focused Culture

Continuous improvement of the healthcare ecosystem depends on its responsiveness to environmental needs, expectations, and desires of all its stakeholders. The most critical stakeholders are patients, their families and care partners, demanding a more meaningful role than paternalistic systems have included. Patients are experts in their lived experience with preventing or having illnesses, getting to their diagnoses, therapies, and how all of these intersect with their lives and communities. Organizations discovering, developing, approving, and paying for new therapies, to be more patient centered, must do so deliberately or risk becoming irrelevant. Foundational to that sustained organizational change is culture. This module provides an overview, strategy, and resources to help shift culture to enable necessary change and subsequent action.

#### Featured Topics:

- Why is patient-focused culture important?
- Determining current practices and attitudes about patient focus
- Fundamentals of organizational culture
- Approaches to influencing cultural change to encourage patient-focused behaviors
- How can culture be influenced or changed?
- Strategies for embedding patient centricity in the culture

### Patient Engagement Evaluation and Metrics

Capturing the 'return on engagement' is complex given the many factors that influence the impact of patient engagement. How to design a Monitoring & Evaluation (M&E) system that goes beyond tracking activities and single metrics? How do you know whether you are on track reaching your objectives? This course provides different approaches to 'what' could be evaluated with respect to patient engagement and 'how', including sample sets of metrics and participatory methodologies. Learn how to show results of patient engagement efforts and make sure your system enables learning by all stakeholders to enhance patient engagement practices.

#### Featured Topics:

- Why evaluate patient engagement?
- What is evaluation?
- What to evaluate?
- What methods can be used in evaluating patient engagement?
- How to use and report data?
- Putting it into action

### Developing a Comprehensive Patient Engagement Program

Integrating the patient perspective into all aspects of the product lifecycle is essential to the success of drug development and getting these drugs to the patients. Indeed, the patient voice is no longer a "nice to have"; it is a "must have". An effective patient engagement function that builds trusting relationships with patient communities, understands their journeys, and provides a comprehensive model for integrating the patient perspective helps accelerate drug development and builds company reputation and culture. This module equips participants with the tools to build a strategic, systematic, and sustainable patient engagement program within their organization that both meets the expectations of patient communities and accounts for market factors that demand patient input.

#### Featured Topics:

- Understanding the patient populations/communities to be served
- Working within your organization toward a patient-focused vision
- Developing a roadmap for the patient engagement function
- Building the structure of the patient engagement function
- Planning and implementation of the patient engagement program