

# ***A Patient Advocate's Perspective on Engagement That Works***

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# My Take Aways as an Advisor

## Pharma Industry

Patients and care partners as strategic advisors shape drug development from the inside — ensuring treatments are built around real needs, not assumptions.

### Company Culture

Opportunity to unite the employee base around purpose and commitment to the asset under development.

To the patient and caregiver communities it is a differentiating aspect of your reputation.

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### Scientific Engagement

Specific recommendations about protocol design were actioned to make the study more relevant and possible for participation.

Feedback loop from sponsors keeping Advisors informed of decisions resulting from the work and progress of the program. Shows a sincere partnership.

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### Operational realities can be a make or break collaborative impact

Everyone works differently and scope of adoption varies; essential to be clear on the objective of the engagement

Contracting generally has some opportunities for improvement

Often significant lag between expressed interest and initiation of contract; can impact perception of sincerity of outreach, and worse case, miss program impact

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### Brand Recognition

We see you taking our needs seriously.  
Builds trust in you and your products

# My Take Aways as an Advisor

## Advocacy Organizations

Patients embedded in advocacy organizations ensure that priorities, funding, and strategy are grounded in lived experience.

### Lived Experience

Ground organizational priorities in real community needs, evolving healthcare trends and policies.

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### Funding Priorities

Support review of funding proposals and align investments with therapies holding maximum patient impact.

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### Aligned with Community

Ensure advocacy efforts and resources reflect what matters most — addressing the most significant unmet needs of those with lived experience and care partners.

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Thank you!

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