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Leveraging Patient Engagement: Actionable Insights to Drive Meaningful Impact and Value

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Disclaimer

The views and opinions expressed by the speaker are their own and should not be attributed to their employer.

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A Promise to our Patients

Sanofi's Patient Community Promise was developed to:

- formalize our dedication to integrating partnerships with the patient community across the organization
- create a process to evaluate our progress towards this goal

The commitments within were developed with patients, caregivers, and patient advocacy groups around the world. And while the words we drafted together matter, at the heart of our Promise is an intention to continually work toward improvement, and to transparently report our progress along the way.

Sanofi Patient Community Promise on sanofi.com

Sanofi Patient Community *Promise*

1. We develop medicines that reflect patient priorities
2. We take a comprehensive approach to our partnership with the patient community
3. We advocate for people-centered health care systems
4. We improve and adapt our medicines through real-world patient community insights

Our Priority is Developing Medicines that Patients Want

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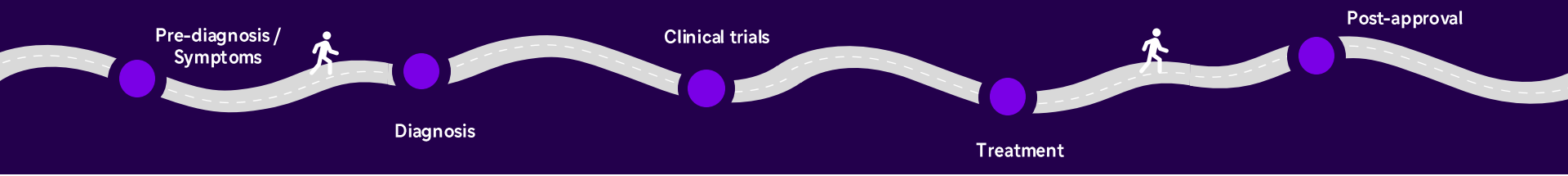
The **Integrated Evidence Generation Plan** (iEGP) is our roadmap for gathering that data through clinical research.

100%
iEGPs advised by patient advocacy groups

To help patients interpret the results of our science, and make informed treatment decisions, we establish a patient relevant drug label strategy.

83%
Phase 3 indications have a patient relevant label strategy

Sanofi's integrated patient engagement framework ensures the holistic health related experience of patients is part of the Development process



100%
Phase 1-3 programs have a patient informed TVP

The **Target Value Proposition** (TVP) outlines these ***expected characteristics*** of a new medicine as it relates to how it addresses what patients, HCPs, payers, and regulatory expect.

98%
Phase 1-3 indications in development have a patient-informed sBRA

Safety, Benefit-Risk Assessment (sBRA) is the continuous, structured evaluation of whether a drug's therapeutic benefits outweigh its risks, and is convenient to take, for a specific patient population.

Use Case #1: Digital Biomarker Implementation

Patient Insight	Action Taken	Return on Engagement (ROE)
Importance of addressing QoL impacts that matter most to patients	Integrated wearable device alongside traditional PROs to capture active, continuous monitoring of patients	⭐ Ability to deliver data on patient QoL impacts that matter most to patients ⭐ Enhanced ability to demonstrate QoL improvements with continuous, objective data ⭐ Potential to reduce patient burden and site visits
Patients reported several QoL impacts consistent with their disease but noted that fatigue was typically unaddressed in this space, revealing a gap between traditional PRO measures and real-world patient outcomes.	Secured FDA approval to include wearable as part of the clinical trial (subpopulation) to map patient activity and help inform on a key patient value driver 	

PRO: Patient Reported Outcomes; QoL: Quality of Life

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Use Case #2: Clinical Trial Design & Acceleration

Patient Insight	Action Taken	Return on Engagement (ROE)
Importance of designing clinical trials representative of unique patient subgroups	Developed patient-informed unique TPPs and TVPs to address specific disease phenotypes	⭐ Clinical trial designed to better reflect real-world patient subgroups and address unique unmet patient needs ⭐ Study enrolled faster than expected due to more informed inclusion/exclusion criteria ⭐ Study outcomes met TPP/TVP thresholds in support of continued development
"It's trial and error to get the medication that works for each individual and we are individual. What works for me is not necessarily going to work for the next person if we're not a one size fits all type disease as they are discovering. There's many, many phenotypes. I think that there's room for many more discoveries." – Patient Quote 	TPPs and TVPs informed clinical trial design, resulting in studies assessing outcomes in unique patient populations defined by key biomarkers	

TPP: Target Product Profile; TVP: Target Value Profile

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Key Takeaways

- Importance of establishing frameworks for integrating patient-centric metrics in trial design and execution
- Ensure metrics and data collection support a feedback loop to turn insights into actionable cross-functional improvement
- Importance of promoting ROE from patient engagement initiatives to both internal and external stakeholders

ROE: Return on Engagement

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Q&A