

How to Improve Patient Engagement in the HTA Process: Learnings From a Patient Association

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**I am not an EXPERT
in this subject**



- CRSwNP affects about 3% of the global population
- Current treatment for severe patients:
 - Oral corticosteroids
 - Surgery
- Biologics have offered hope
- Sinus UK played an important role in the HTA process
- February 2026, we received NICE approval 😊
- May 2026, a patient got their smell back 🤧



1. The earlier you begin patient engagement the better

2. Who is best suited to be the main liaison with the PAG

3. Where should you focus your attention – know the sticking points

**4. It can feel like patients v maths –
but you need to understand and
appreciate why that is**

5. Bring existing data to life

6. Generate original data

7. Be concise in your communication