

Patients As Partners EU 2026

Incorporating Early Patient Insights: Operationalizing Feedback for Measurable Impact

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Objectives for today's presentation

1

Establish **critical times** for early patient engagement insights



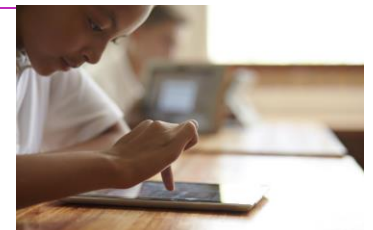
2

Strategies for generating and prioritizing truly **actionable insights**



3

Measuring the impact of patient-informed changes

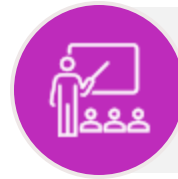


To uplift and enhance the voice of the patient, our team is deeply committed to nurturing valuable collaborations with PAGs.

We pledge to initiate engagement at an early stage, ensuring patients are central to shaping the development of our early assets.



GPO R&DD Team Vision & Unity



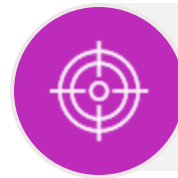
Cross-functional collaboration to drive cohesive patient engagement and recruitment strategies



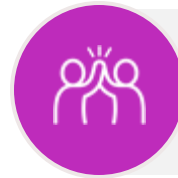
Early relationship building through education and patient insights



Connecting the right clinical trial to the right patient at the right time



One voice, one strategy



Trusted partner of choice

The **Remit** of the Global Patient Outreach (GPO) Research & Drug Development (R&DD) Team

Global Patient Outreach

Facilitates strategic relationships with PAGs through meaningful and impactful engagements



GPO Research & Drug Development

Responsible for all early PAG engagements and clinical trial recruitment



Key Capability

Patient Expert Engagement Resource (PEER)

Since 2020, PEER is GPA's **signature engagement program** designed to collaborate with PAGs and gather their insights throughout BMS's product development and commercialization continuum

The Patient Expert Engagement Resource (PEER): *The intersection of cutting-edge science, innovation and patient perspective*

Program Overview

Launched in 2020, PEER is a collaboration with patient advocacy organizations to inform and to learn from expert patient advocate perspectives throughout key business processes and decisions

Why was PEER created?

Consistent and systematic advocate engagement and input throughout the life cycle of medicines can strengthen patient centricity, drive change and improve outcomes for patients

Scope

Discovery

Development

Launch and Post-Launch



PEER by numbers

200+ PEER engagements across **30+** disease areas

120+ PAGs engaged

~70% of engagements focused on R&D or Health Literacy

Reference: [Celebrating four years of patient engagement through PEER program](#) - Bristol Myers Squibb (July 2024)

Patient Advocacy Insights & Their Value Throughout the R&D Process



- Feedback on **new molecules or mechanisms of action**
- Identification of **unmet needs and existing treatments**



- Prioritizing criteria in **development**
- Programs **aligned with patient needs**
- Meaningful **endpoints**
- **Data aligned** with patient expectations



- **Study design**
- **Health equity**
- **Inclusion & exclusion criteria**
- **Barriers** for participation
- **Side effect profiles & benefit-risk ratios** balance



- Providing insights on **post-launch strategy**
- Contributing feedback on **external publications** and **data sharing**, such as Plain Language Summaries

The Value Proposition: Patient Community Engagement in R&DD

QUALITY & SUCCESS RATES



- More relevant and less burdensome protocol designs for patients
- Greater patient community engagement in research and development
- More comprehensive support tailored to the needs of patients and caregivers
- Enhanced participation experience and increased satisfaction

SPEED



- Improved protocol convenience leading to faster enrollment
- Improved retention and lower dropout and lost-to-follow-up
- Faster time to commercialization

ECONOMICS



- Reduced protocol amendments
- Fewer unplanned and unbudgeted changes
- Advance innovation by aligning strategy with unmet patient needs

Additionally, recognized as a trusted and transparent partner that values the patient community voice

The principles of early engagement: A blueprint

Identify critical timepoints

Identify the **critical times** in the drug development life cycle where advocacy and patient engagement will provide the **most valuable insights**

Design a proactive model

Collaboratively develop a model with clear **trigger points** to ensure a **proactive** (versus reactive) approach

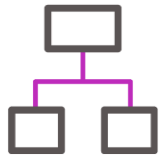
Make a compelling case

Work **cross-functionally** to create an adoption plan that **encourages uptake** and **rationalizes** the implementation of the proactive model



Developing a **process flow** for early engagement

A process flow was created outlining:



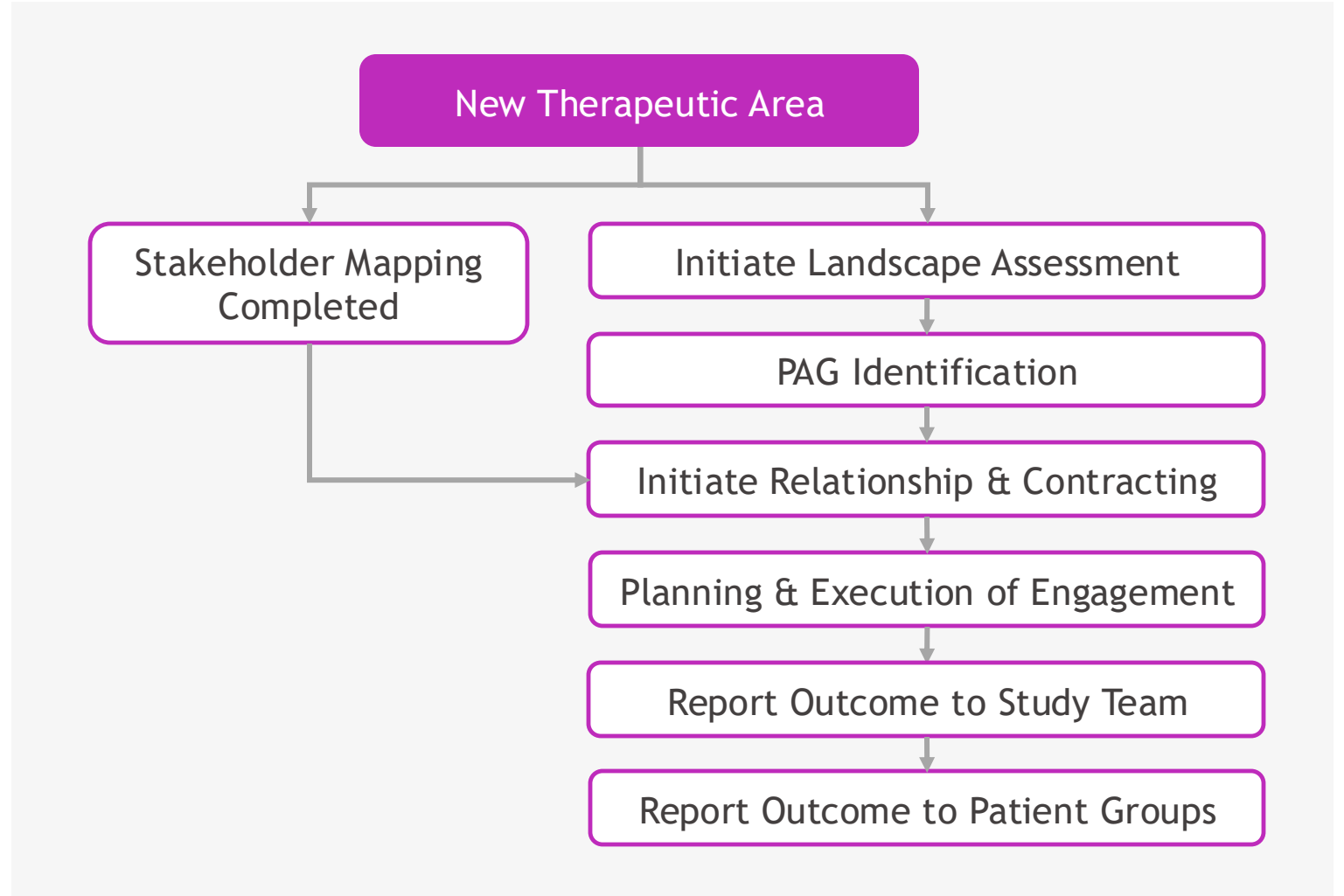
Distinct pathways based on the level of experience within a therapeutic area



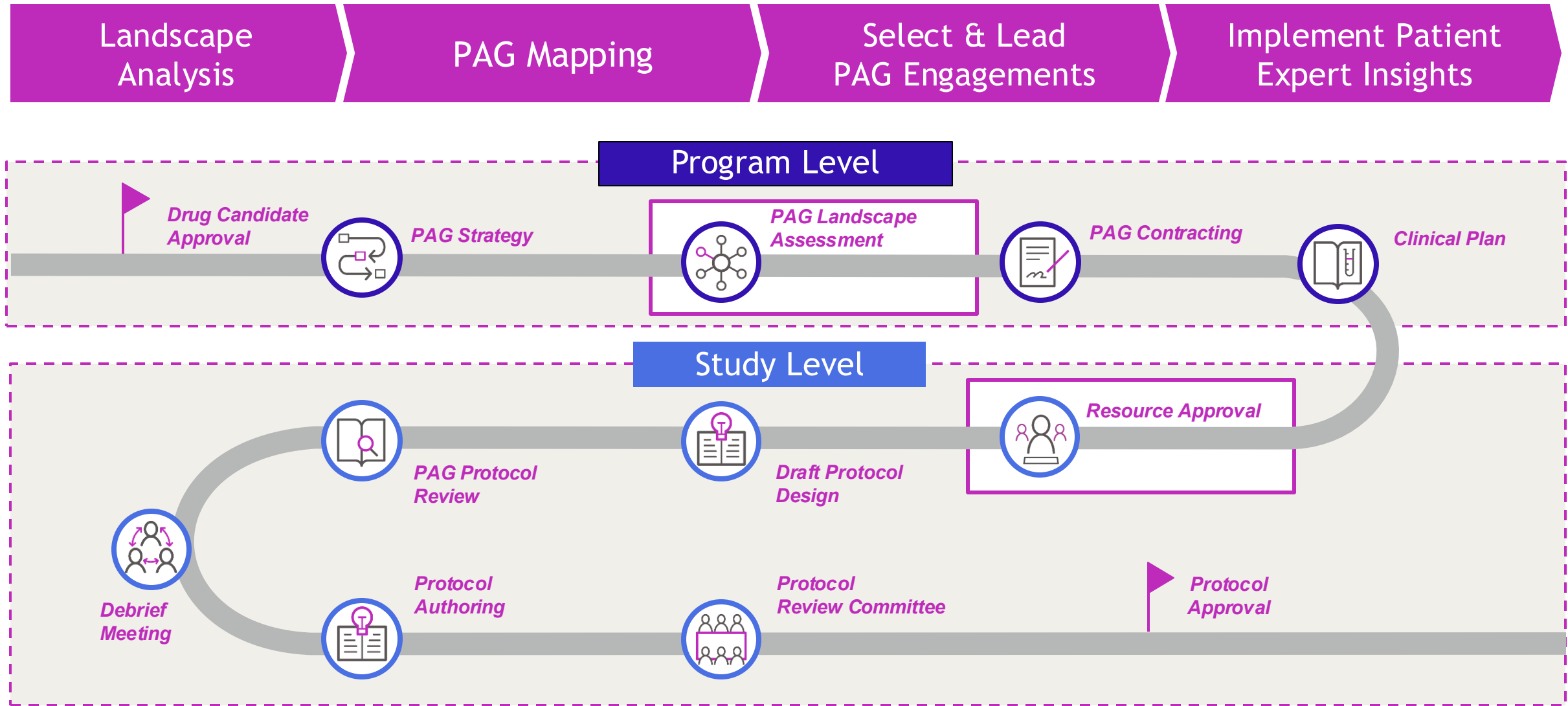
Key stages for engaging with PAGs



Approximate timelines for PAG engagement



The optimal timing to incorporate **the expert patient voice**



GPO R&DD core activities & strategies to integrate PAG insights throughout the clinical development process

Core Activities



Landscape Analysis

Assess landscape and map PAGs



PAG Relationships

Build and manage PAG relationships



Strategic Meetings

Facilitate advisory boards and consultation meetings with PAGs



PAG Advocacy Plans

Develop strategic engagement plans



PEER Engagements

Lead PEER engagements to capture expert insights



PAG-Matrix Partner Engagements

Connect other functions with PAGs to achieve business goals

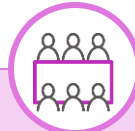
Additional Capabilities

Engagement



Development Plans

Define advocacy engagement strategies and complete advocacy sections in development plans



Study Committees

Represent PAG perspectives in protocol and steering committees



Protocol Reviews

Lead PEER protocol reviews with PAGs



Recruitment Strategies

Provides consultation for critical study-specific strategies on the most critical studies

Recruitment



Recruitment Materials

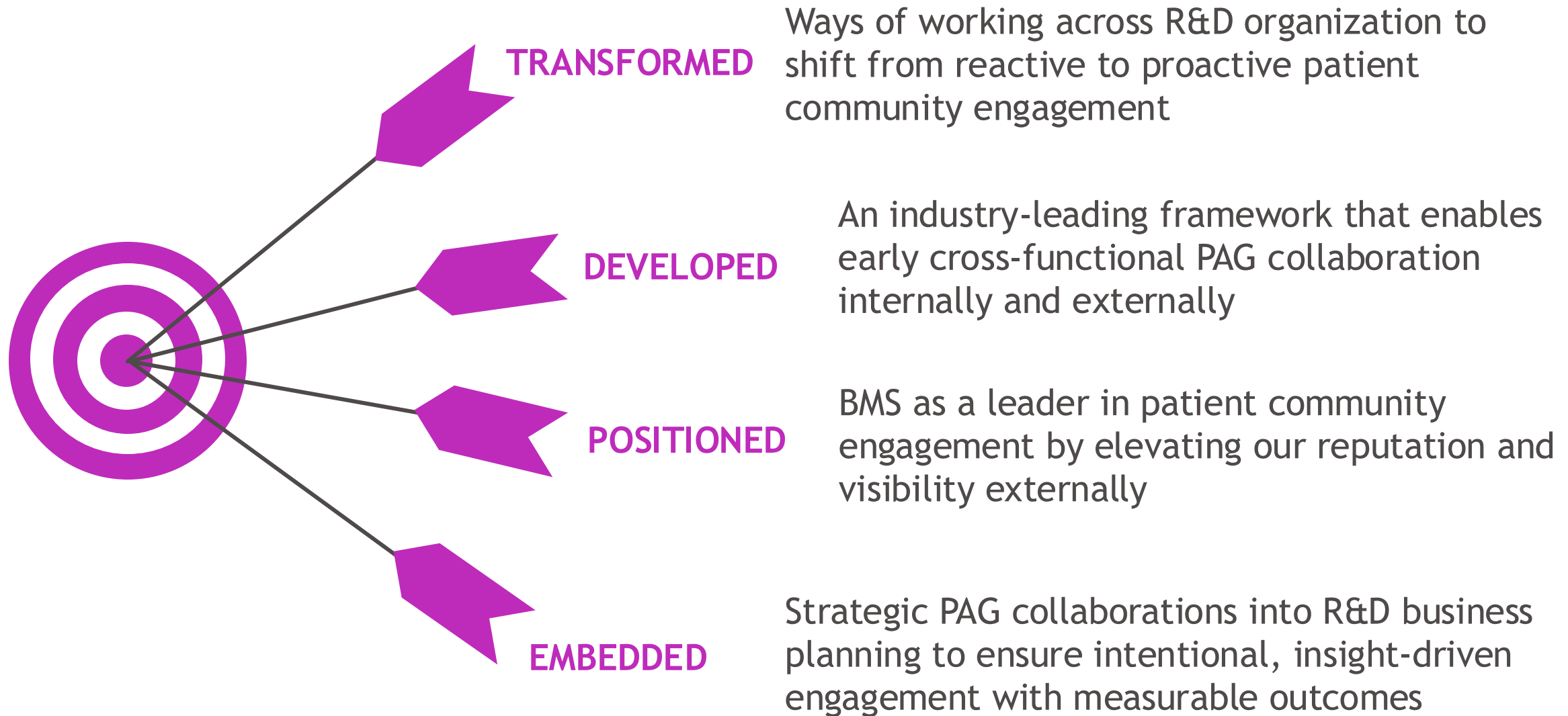
Work with OM and Vendors to produce recruitment materials



Recruitment Capabilities

Oversee clinical trial recruitment platforms & call center

What We've Accomplished To Date



With commitment comes results

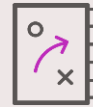
The Impact of Early Engagement Mobilization (2024-2025)

- ↑ **90%** PEER engagements annually
- ↑ **57%** R&D focused PEER engagements
- ↑ **70%** Protocol reviews in PEER
- 70%** Protocol reviews resulted in changes in 2025

Next Steps: Paving the Way for Partnership



Continue to optimize the PEER program to get feedback on priority trials from external stakeholders



Launch above early engagement strategy to answer the needs of our partners

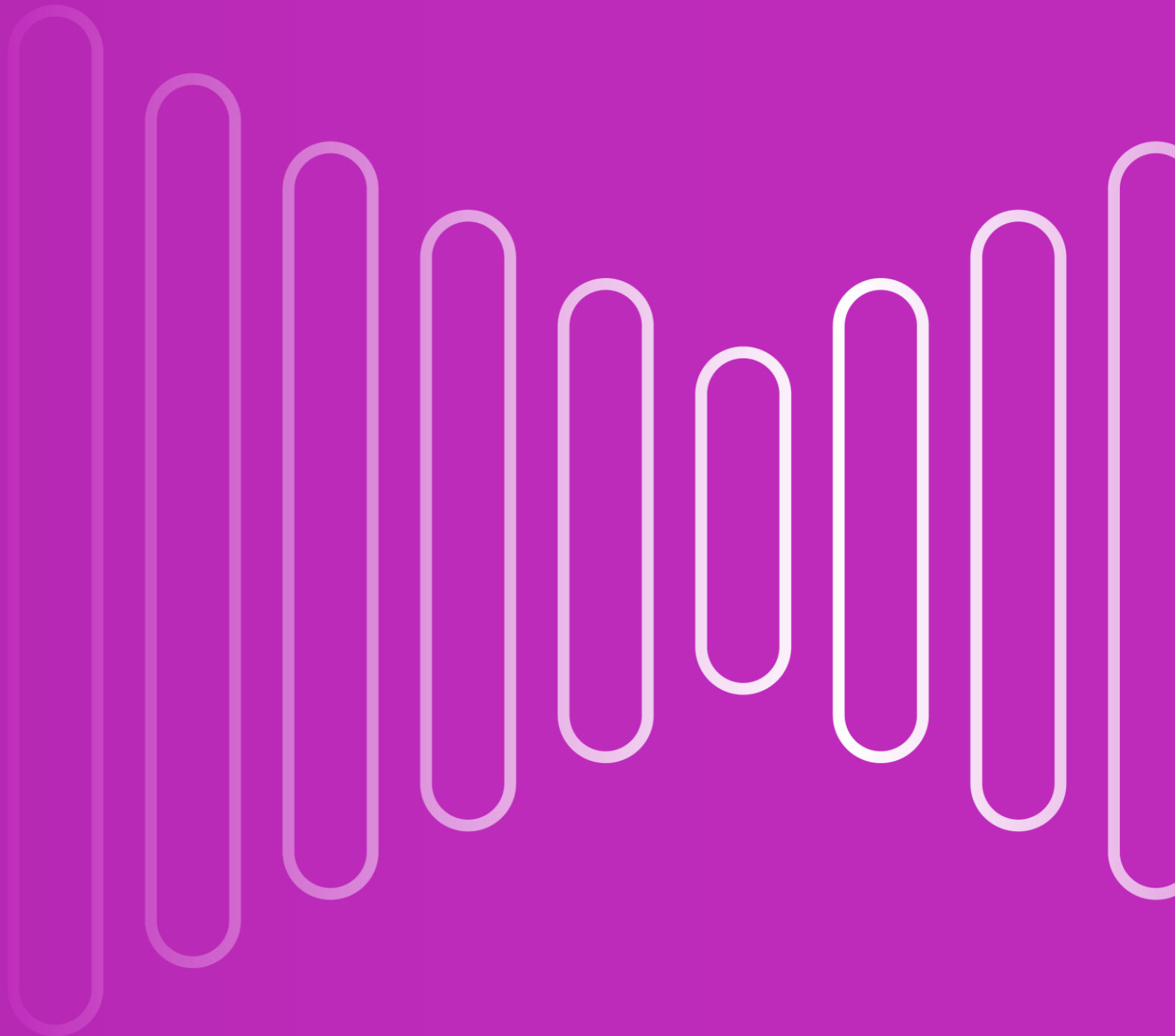


Collect insights at the enterprise level and measure the impact



Showcase our best-in-class advocacy engagement initiatives externally

Q&A
discussion
session





Bristol Myers Squibb™