PATIENTS as PARTNERS
in Clinical Research

Scaling Patient Insight: Agile, Portfolio-Level Approaches in R&D

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Today's Speakers

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Site & Patient Engagement

ZS Associates

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Clinical Solutions Lead

Patient Partner

Where Patient & Site Insights Fall Short

The Needs Defined by Industry

- Engaging More Lay Patients and Different Sites
- Raise Representation of Patients Engaged
- Improve Speed and Access to Insights
- Connect Insights to Actions that Drive Outcomes
- Create a Scalable and Re-usable Solution

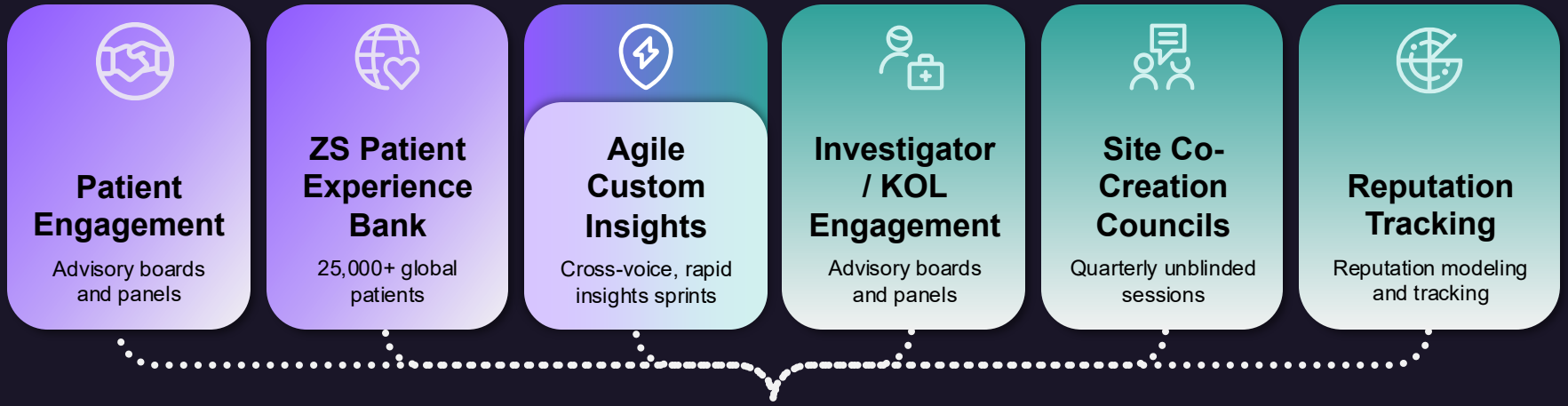
Sponsors shared they want broad and deep patient and site insight data "on-demand"…

across diseases, demographics and geographies…

and integrated more formally into the decision-making process from trial design to delivery

Future State: Scaled Patient & Site Voice

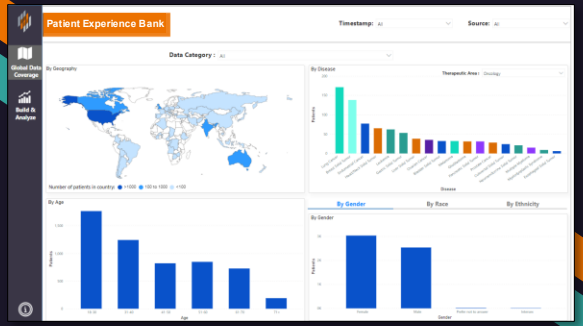
Modular capabilities powered by a shared intelligence engine…



Centralized AI Insights Engine – Powered by Patient Experience Bank

Unified data | Cross-voice learning and mining | Trends | Measurement

Streamlined Processes and Operating Norms



The ZS Patient Experience Bank is the industry's first SAAS product providing structured, standardized and centralized patient survey data at scale

26,000+ Patients
(and growing!)

Self-Reported Answers to 170 Standard Questions

180+ Indications & Sub-Indications

15+ Countries
(and growing!)

Demographics (inclusive of DEI and SDoH)

Data Categories

Care Delivery Preferences: Respondent perceptions, tolerance and preferences for when, how and where care is delivered.

Clinical Trial Perception: Awareness, comprehension, perception, and belief about clinical trial participation.

Digital Aptitude and Access: Respondent preferences and tolerance for use of technology in healthcare communications and care delivery.

Disability: Respondent experience with, and insight into, the impact of disabilities on healthcare experiences.

Disease Experience: Physical, psychological, and social impacts of respondent's medical conditions on daily life, and perceptions of their ability to manage and access adequate care.

Information & Communication: Respondent preferences for when, how, where, and from whom healthcare information related to disease management is gathered and discussed.

SDOH & Lifestyle Profile: Environmental and behavioral factors that impact respondent's well-being and health outcomes.

Combining data, analysis, and reporting, the Patient Experience Bank **complements other behavioral data sets (e.g., claims, EMR) by filling a gap with attitudinal data**

Use cases for PXB span across design through execution and above-trial strategy

Trial Design & Feasibility

- Disease and treatment burden
- Overall protocol optimization
- Eligibility criteria refinement
- Schedule of assessment enhancement
- Informed consent form simplification
- Decentralization and digital health opportunity identification
- Site and investigator selection
- Patient trial journey mapping

Piping key PB metrics into the data-driven study design application to make patient voice native to the design process

Patient Recruitment & Retention

- Recruitment strategy development
- Patient and site communication development
- Patient retention and support strategy
- Diversity and SDOH barrier identification and solution development

Identified an untapped channel and messaging for MDD clinical trial recruitment

Foundational and Regulatory Insights

- Asset and disease area strategy
- Early evidence and evidence generation strategy
- Unmet needs and opportunity identification
- Regional strategy
- Patient Experience Data for regulators
- Diversity Action Plan (DAP) development
- HRA and EMA submissions

30+ standardized disease-level patient overview dossiers provided to early development and asset leads.

PXB IN ACTION

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- What does it take to move from one-off patient engagement to a scalable, portfolio-level approach to patient insights?
- How can organizations practically scale patient insights—across more countries, populations, and studies—without losing rigor?
- How do you ensure patient insights actually drive decisions—and what are the most important first steps to scale impact in the next 12–18 months?