

## Patients As Partners 2026

# Incorporating Early Patient Insights: Operationalizing Feedback for Measurable Impact

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Josee Pelletier, MBA, Executive Director, Research & Drug Development, Global Patient Outreach

Amy Fesmire-Baus, MPH, Associate Director, Patient Engagement and Recruitment



# Objectives for today's presentation

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



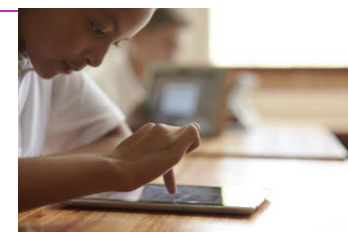
2

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



3

**Measuring the impact** of patient-informed changes





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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



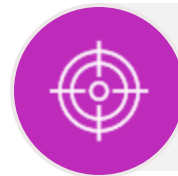
Cross-functional collaboration to drive cohesive patient engagement and recruitment strategies



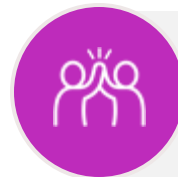
Early relationship building through education and patient insights



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



One voice, one strategy

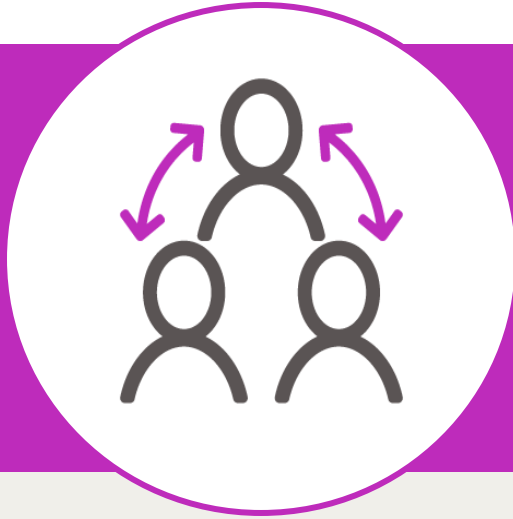


Trusted partner of choice

# 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

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## Identify critical timepoints

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

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## Design a proactive model

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

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## Make a compelling case

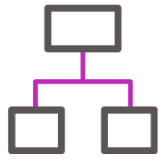
Work **cross-functionally** to create an adoption plan that **encourages uptake** and **rationalizes** the implementation of the proactive model

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# Developing a **process flow** for early engagement

A process flow was created outlining:



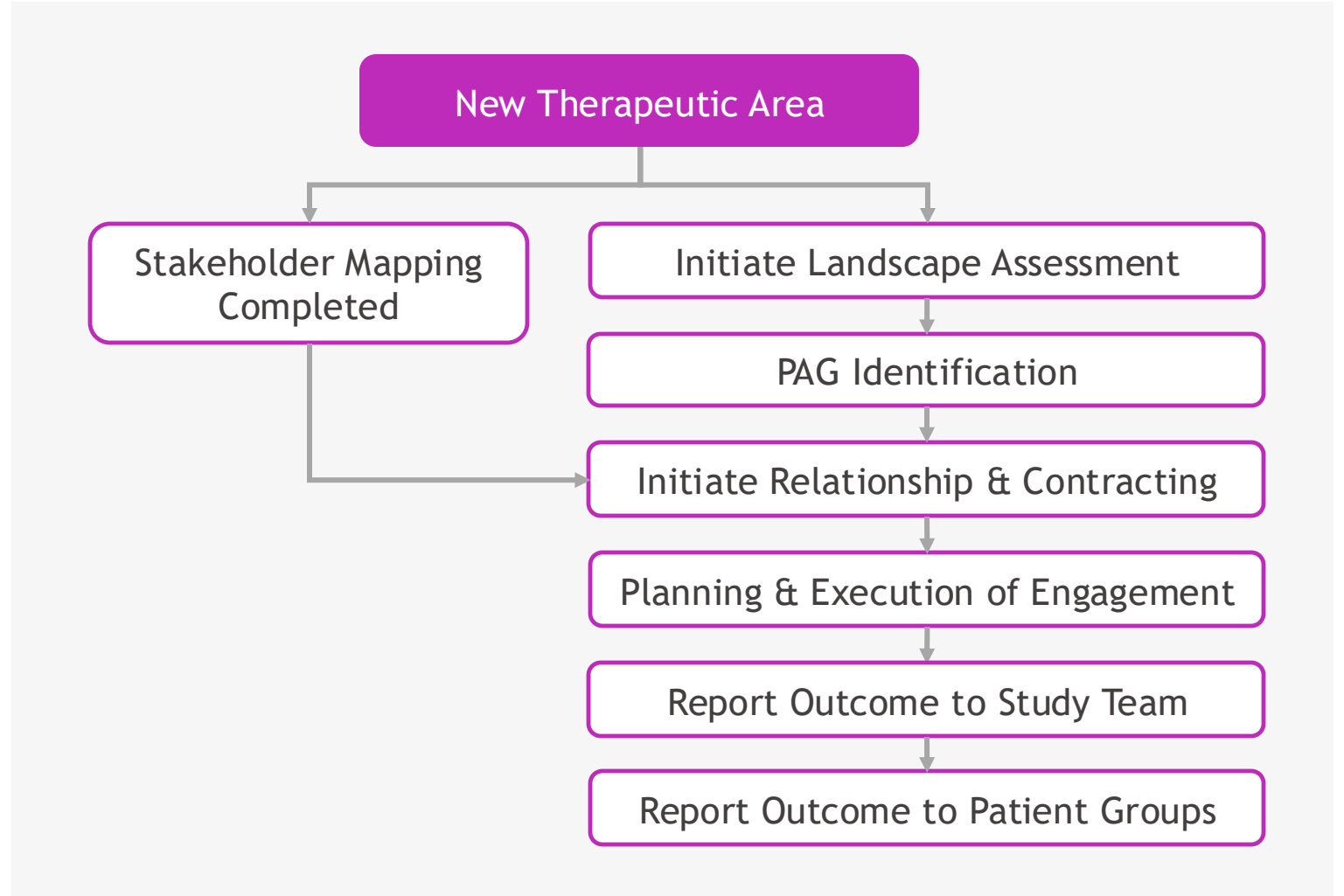
Distinct pathways based on the level of experience within a therapeutic area



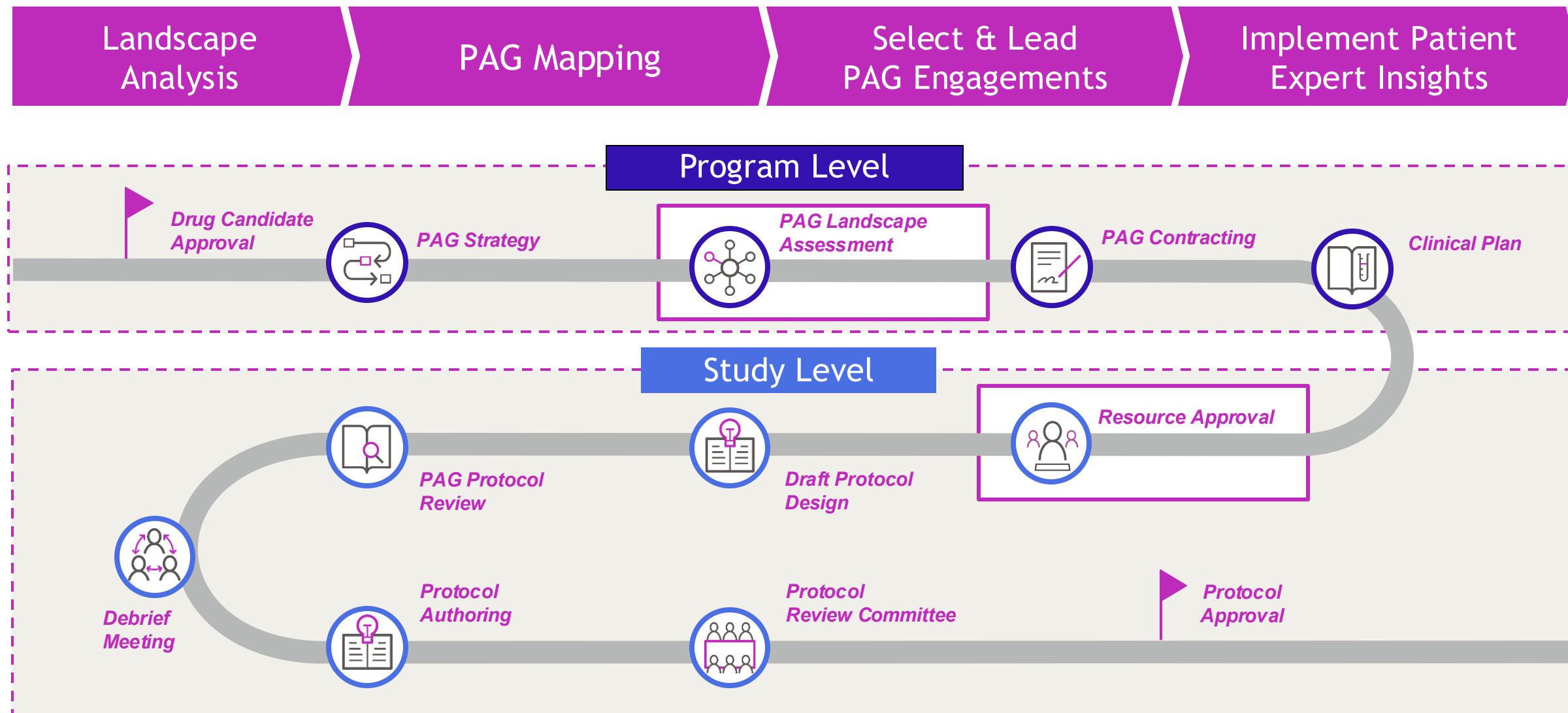
Key stages for engaging with PAGs



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*

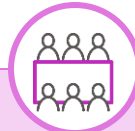
## Additional Capabilities

### 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 Materials

*Work with OM and Vendors to produce recruitment materials*

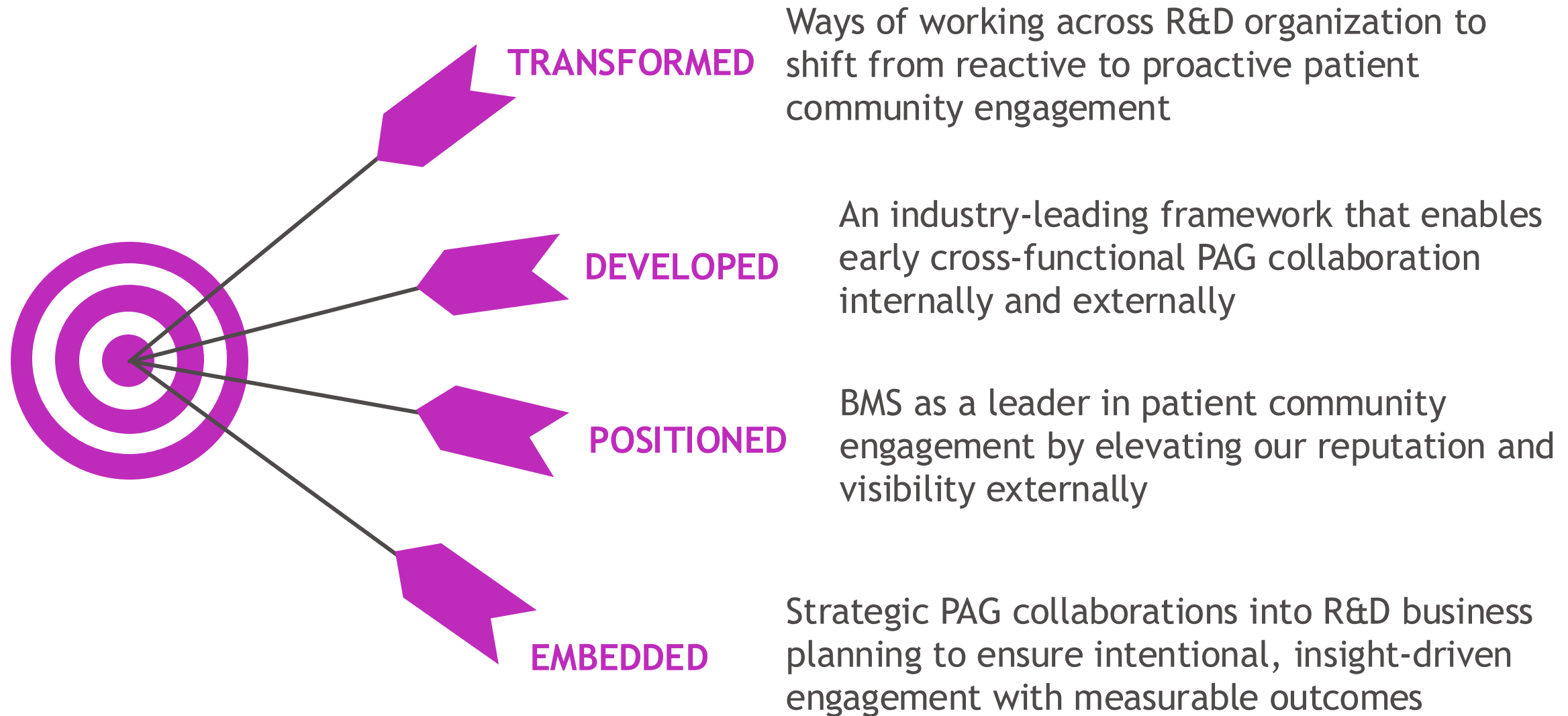


### Recruitment Capabilities

*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

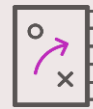
↑ **70%** Protocol reviews in PEER

**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

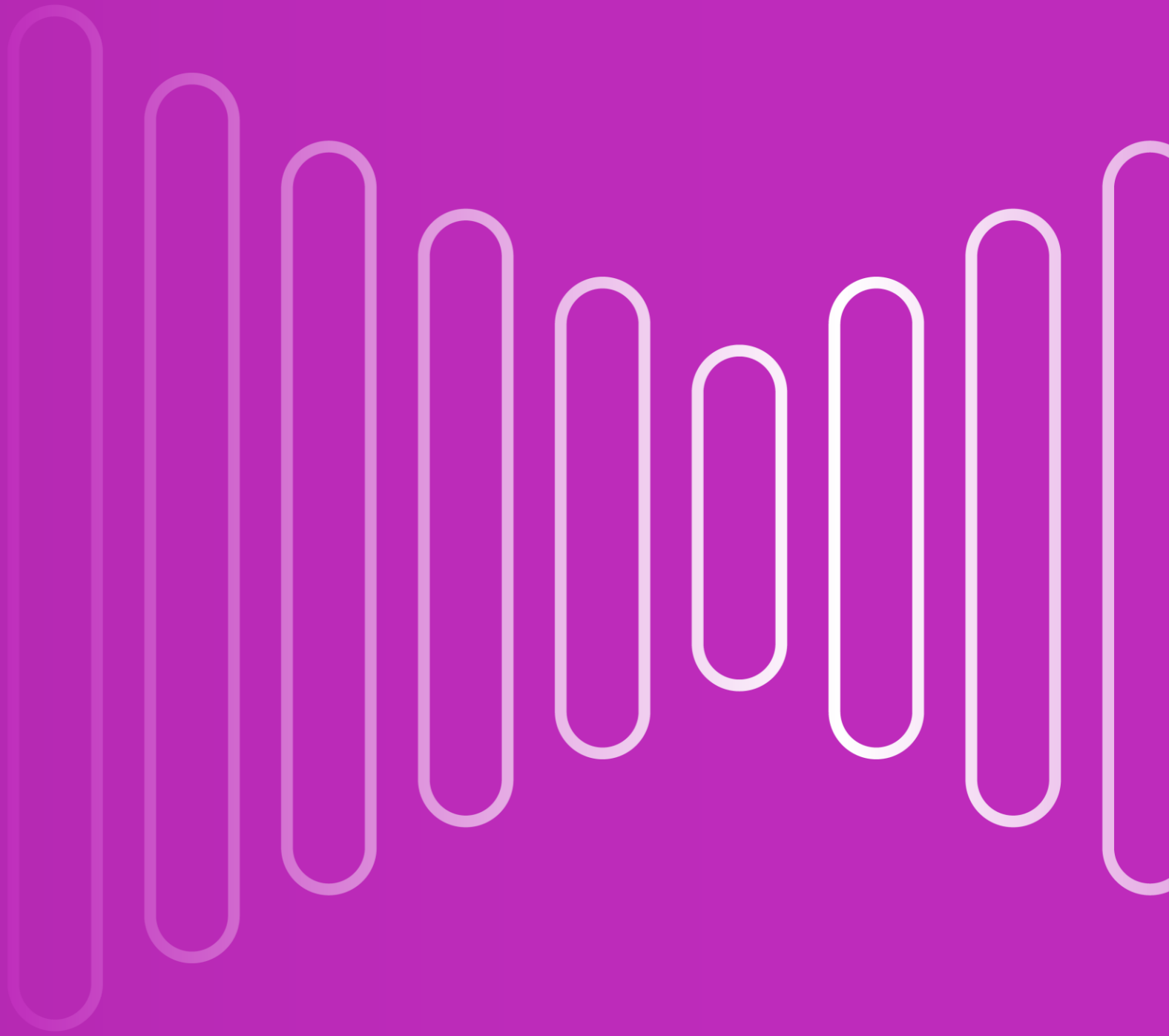


Collect insights at the enterprise level and measure the impact



Showcase our best-in-class advocacy engagement initiatives externally

# Q&A discussion session





Bristol Myers Squibb<sup>TM</sup>