

Humanizing Clinical Trials with Patient Insights

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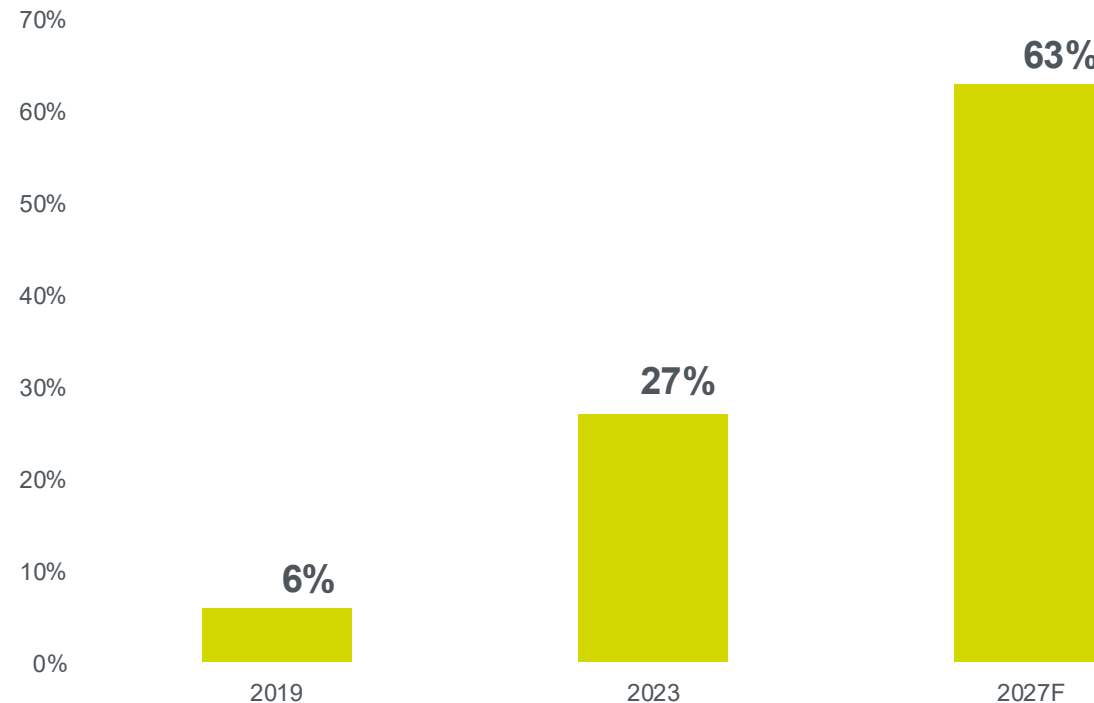


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Current trends on involving patients in clinical trial design and execution

While progress has been made, we need to evolve our methods

Percent of trials using Patient Advisory Boards



Source: Tufts Center for the Center of Drug Development

- Clinical trials should not be designed for patients **without patients**
- Surveys are the easy way out to collect patient feedback, but we need advanced methods to capture nuances surveys can't
- Patient-first clinical development isn't a checkbox, but needs to be a reoccurring action throughout development

What we can learn from patients to inform clinical development

We can uncover insights on:

- › Daily challenges living with the condition
- › Motivators for joining a trial vs. standard of care
- › Barriers and concerns that influence participation
- › Insights not found in protocols or online research



Allows sponsors/CROs to:

- › Tailor recruitment and retention strategies
- › Identify gaps in patient support needs
- › Avoid unnecessary tactics and focus on what matters
- › Strengthen protocol development and optimization

Collecting patient insights needs to go beyond surveys

The value of having direct conversations with patients

- › Allows teams to see body language cues that may provide additional insight into patient experiences
- › Gives the opportunity to dig deeper and ask follow-up questions to glean additional information
- › Provides an element of good will with patients by using their lived experiences to shape clinical development



Curating patient insights into impactful videos to share with development teams

Maria, Brazil



I was at home



Thank you

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