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Patient engagement in practice:
From co-design to measurable impact

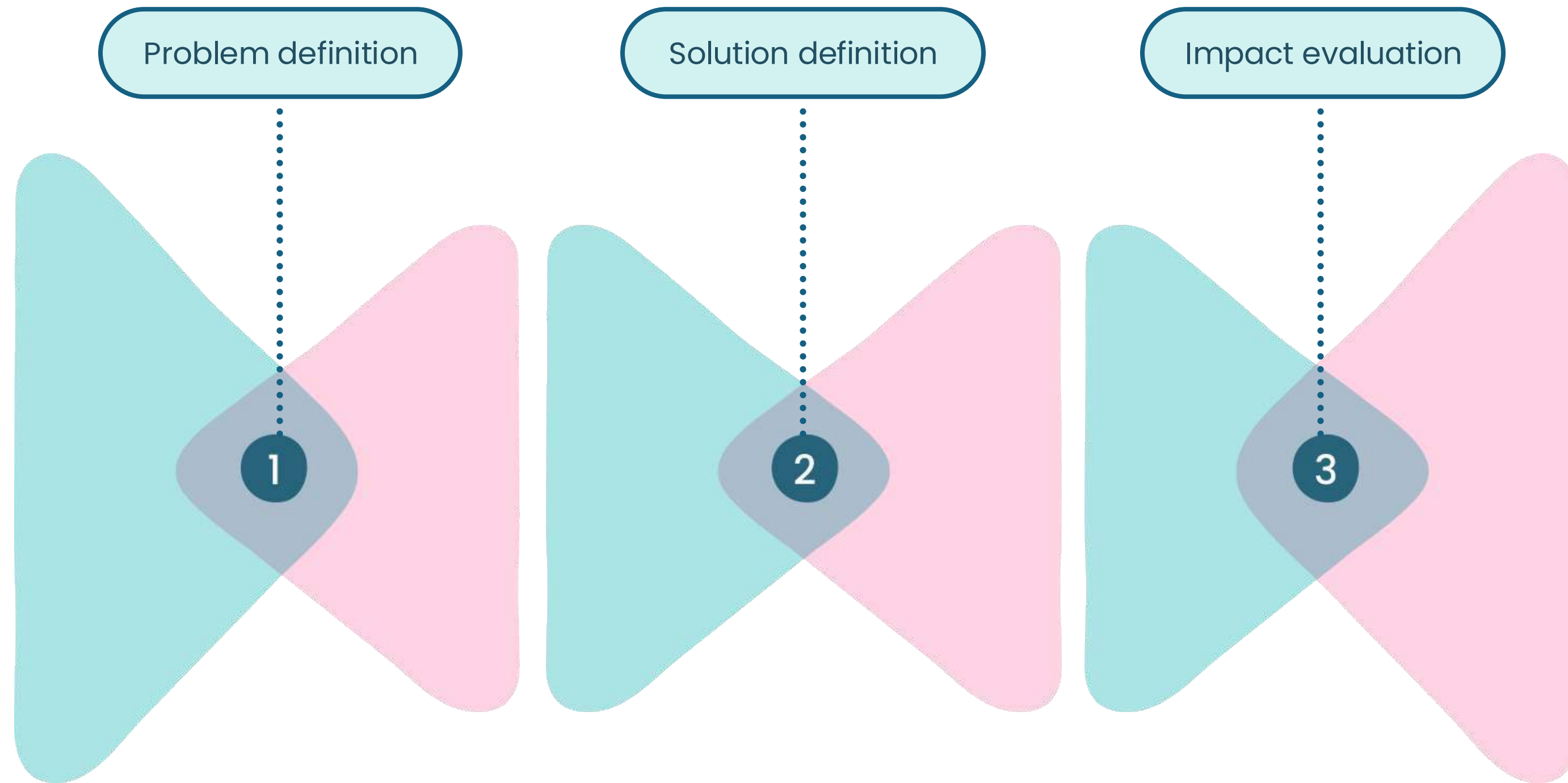


Powered by
Little Journey 

How we go from co-design to measurable impact

Case study focused on adolescents

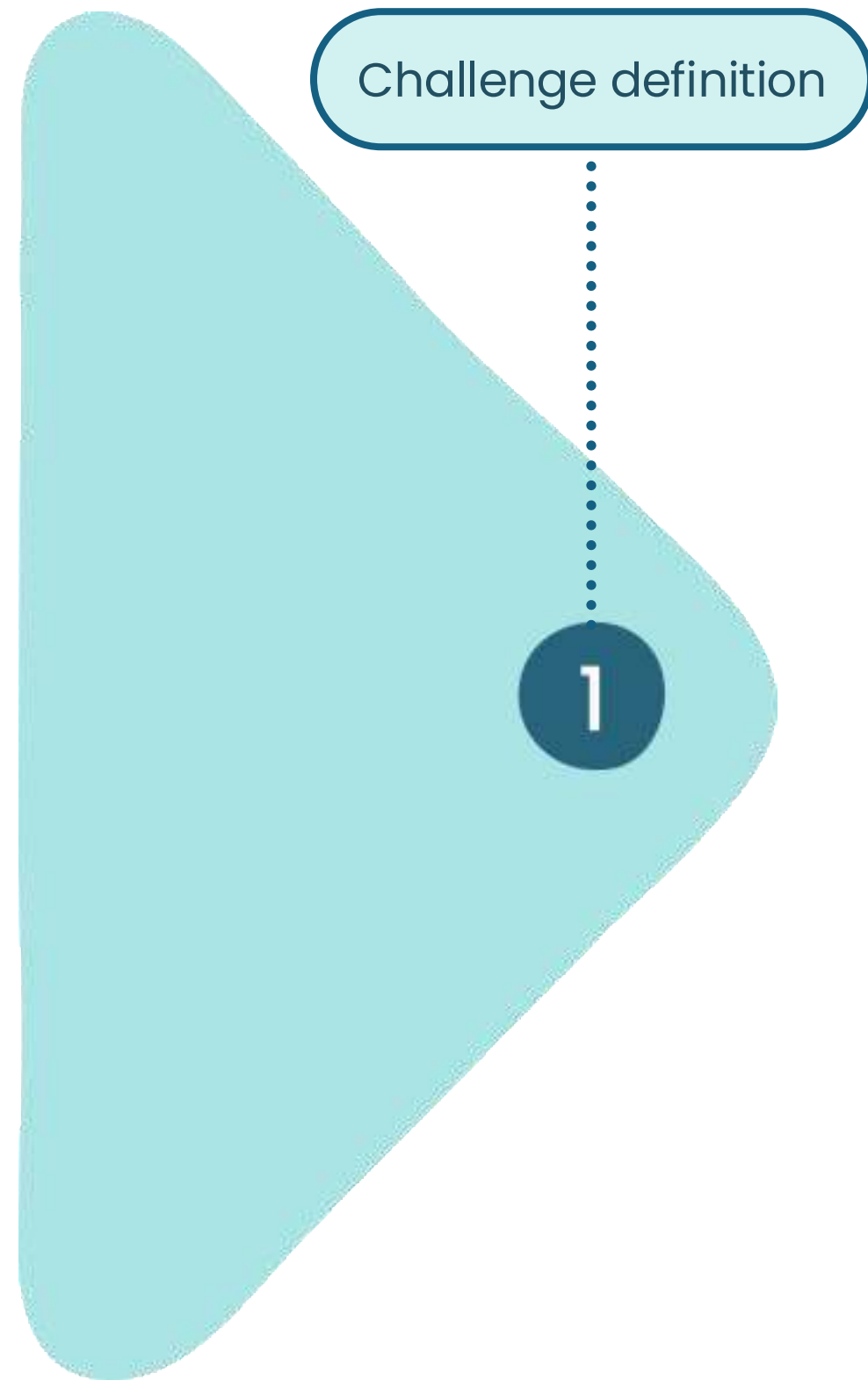
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Co-design drives what we do...

For patients, families & HCPs

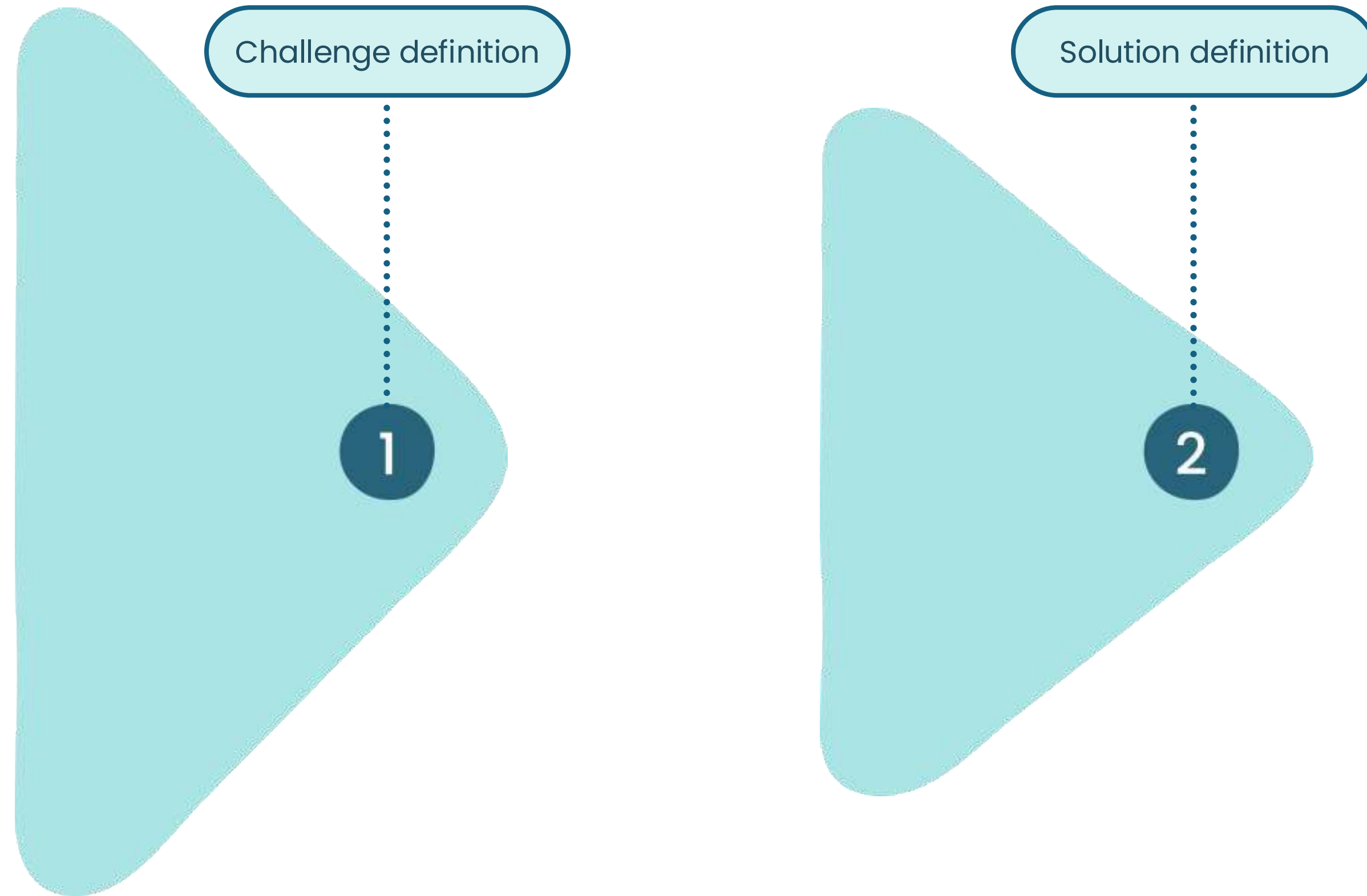
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Co-design drives what we do...

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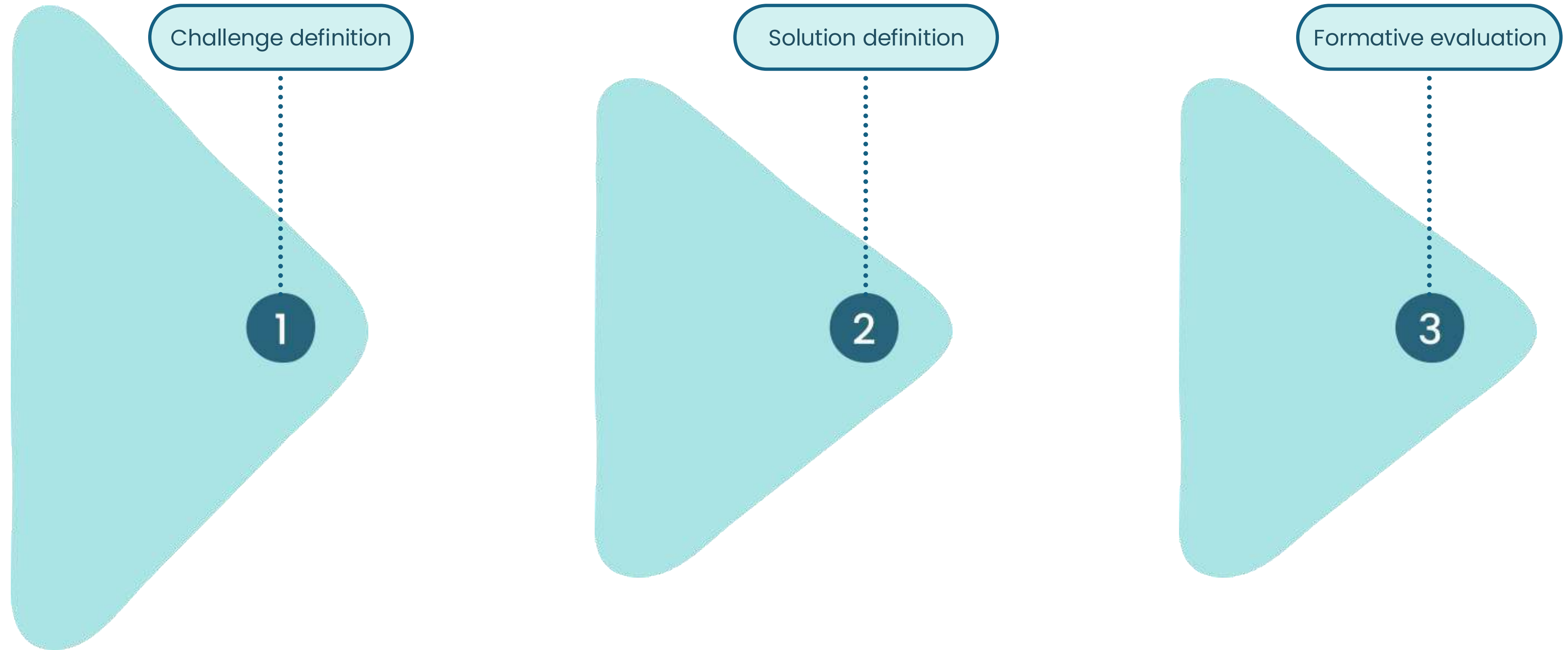
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Co-design drives what we do...

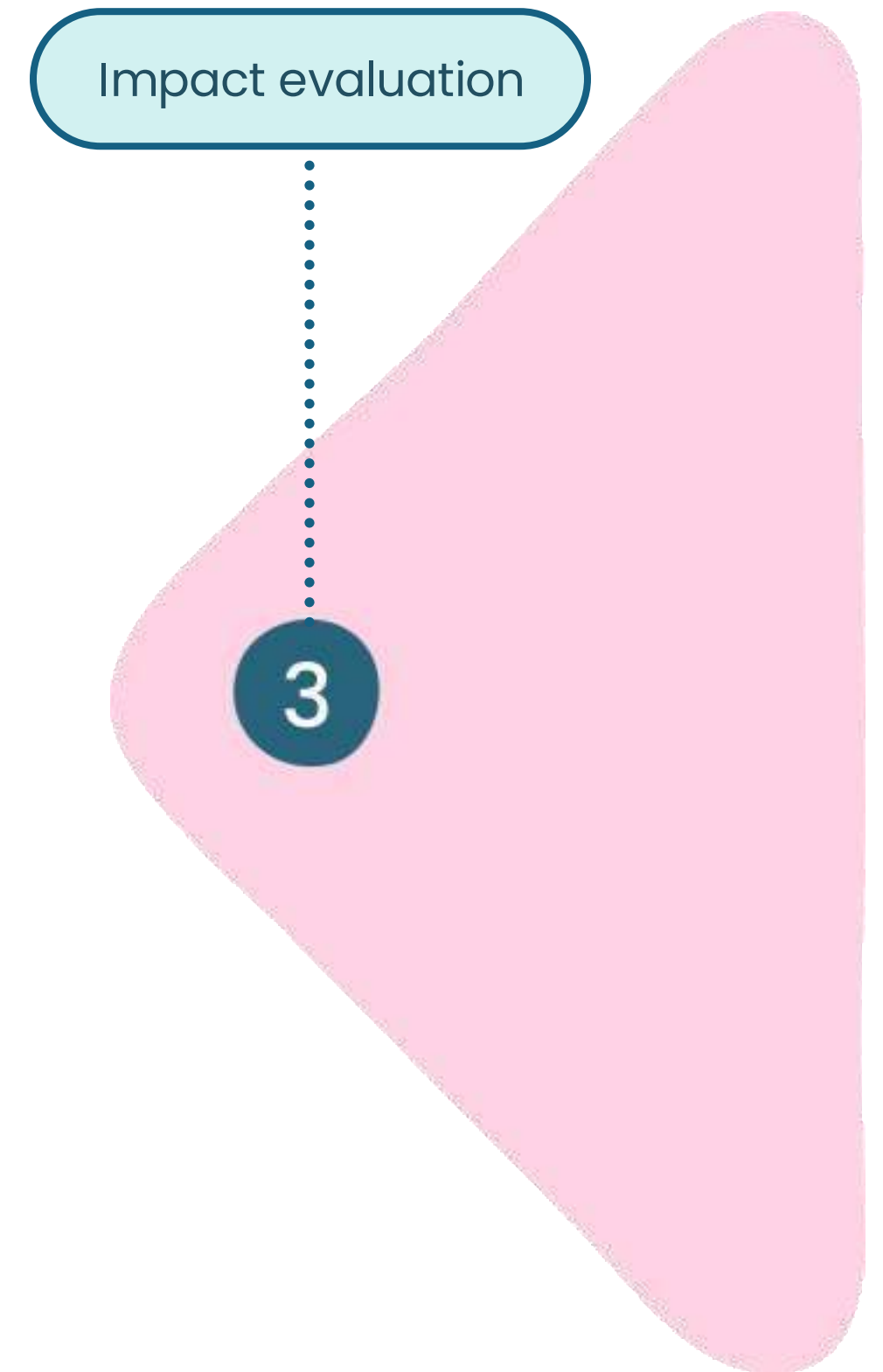
For patients, families, HCPs

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Real world evidence ensures we're doing the right thing...

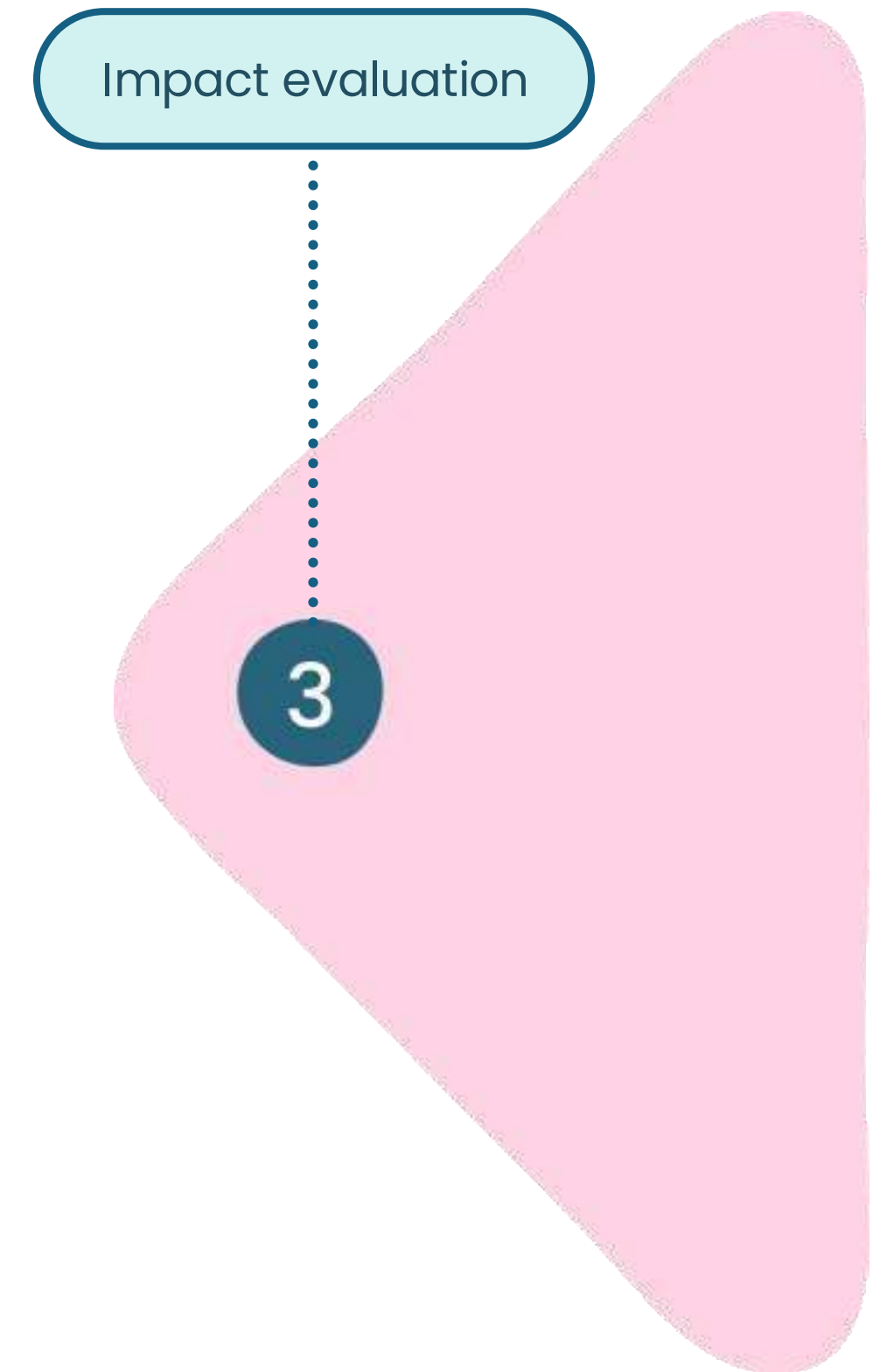
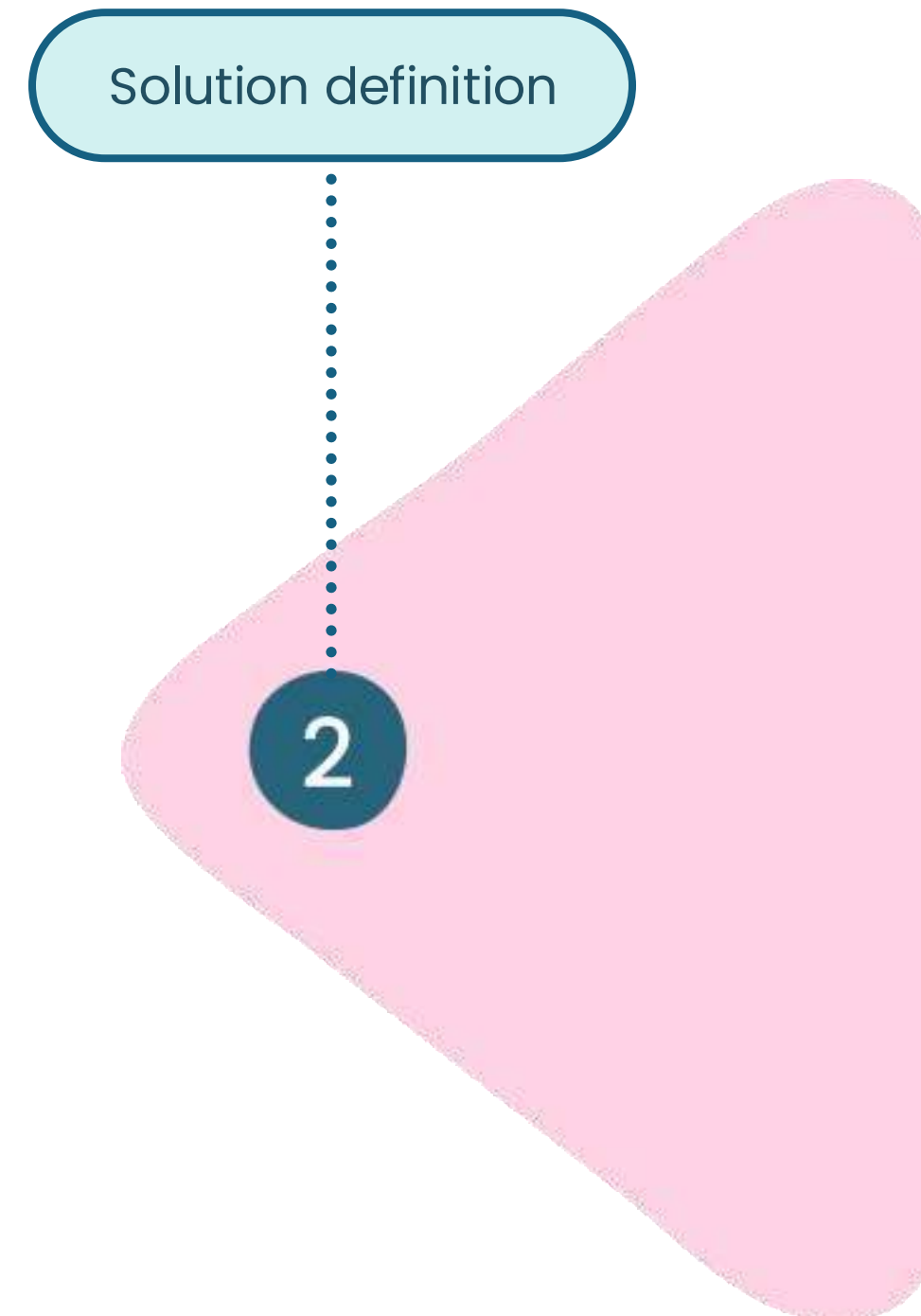
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For patients, families, HCPs and trial outcomes

Real world evidence ensures we're doing the right thing...

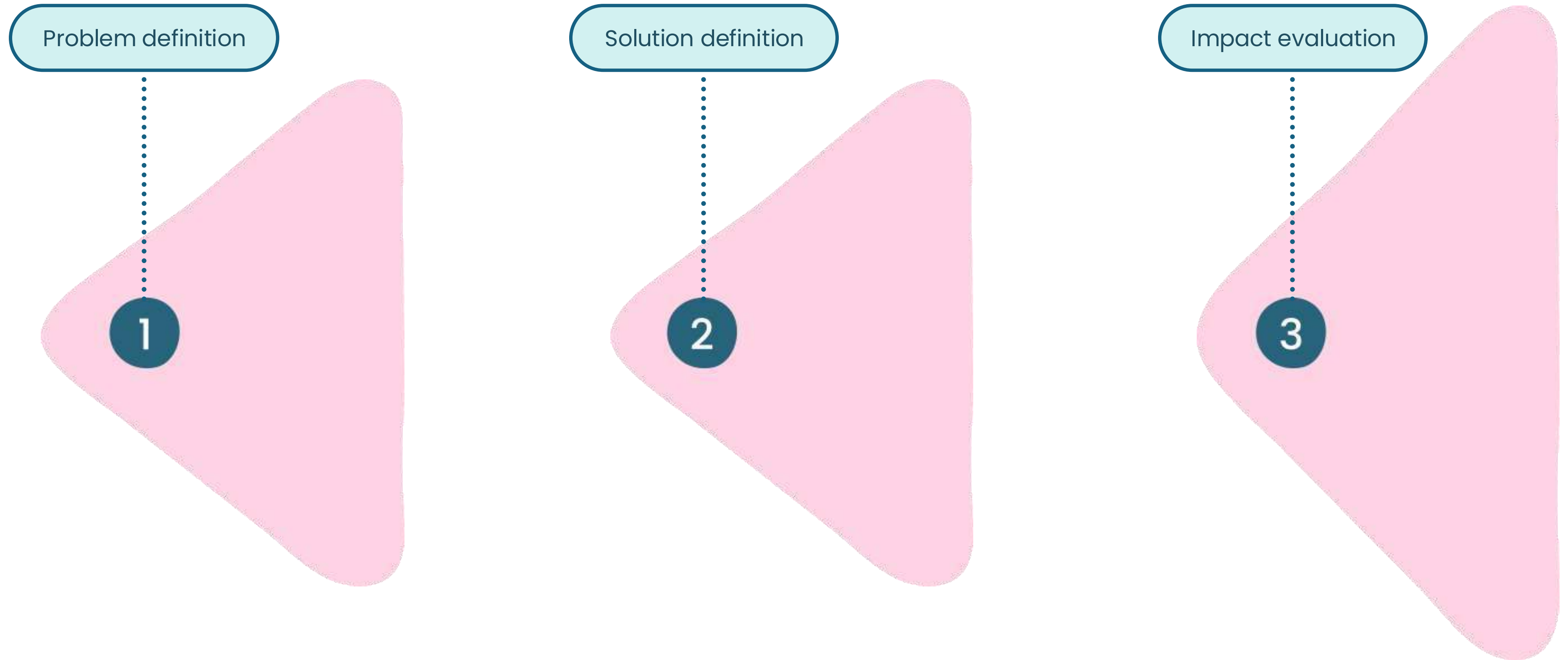
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For patients, families, HCPs and trial outcomes

Real world evidence ensures we're doing the right thing...

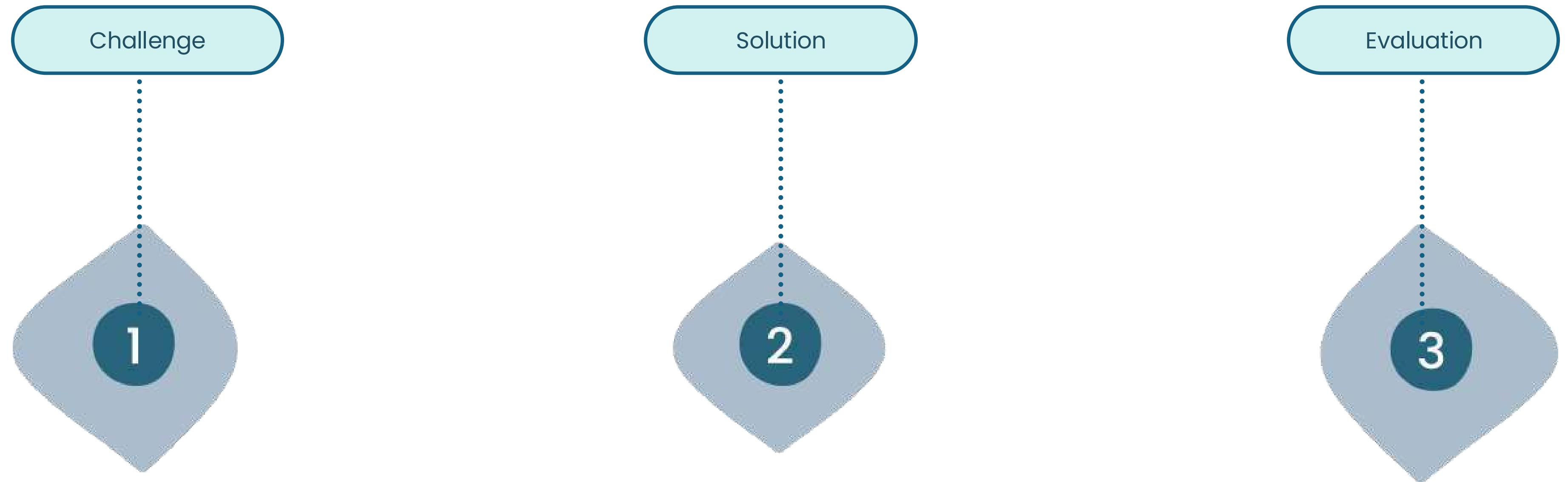
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For patients, families, HCPs and trial outcomes

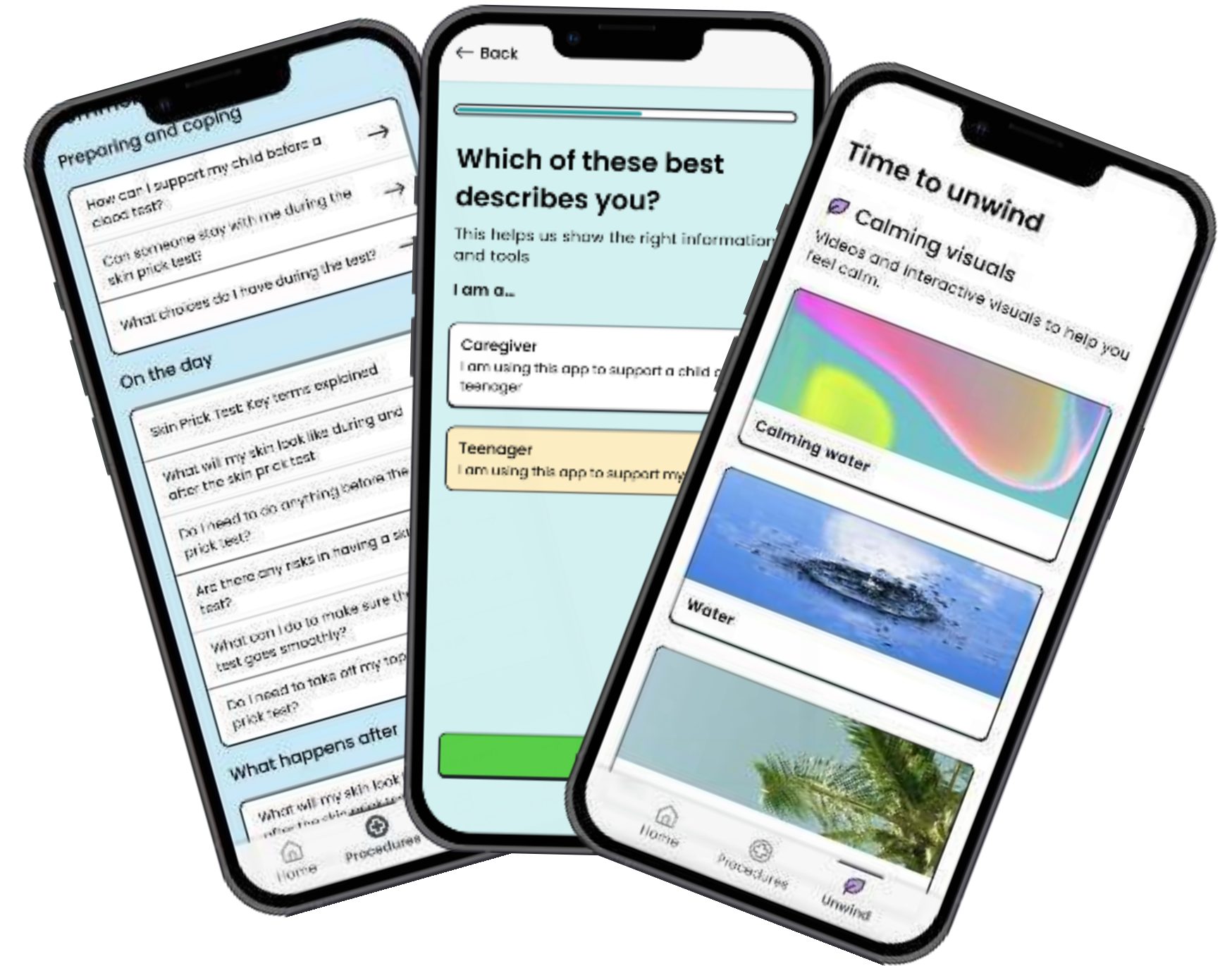
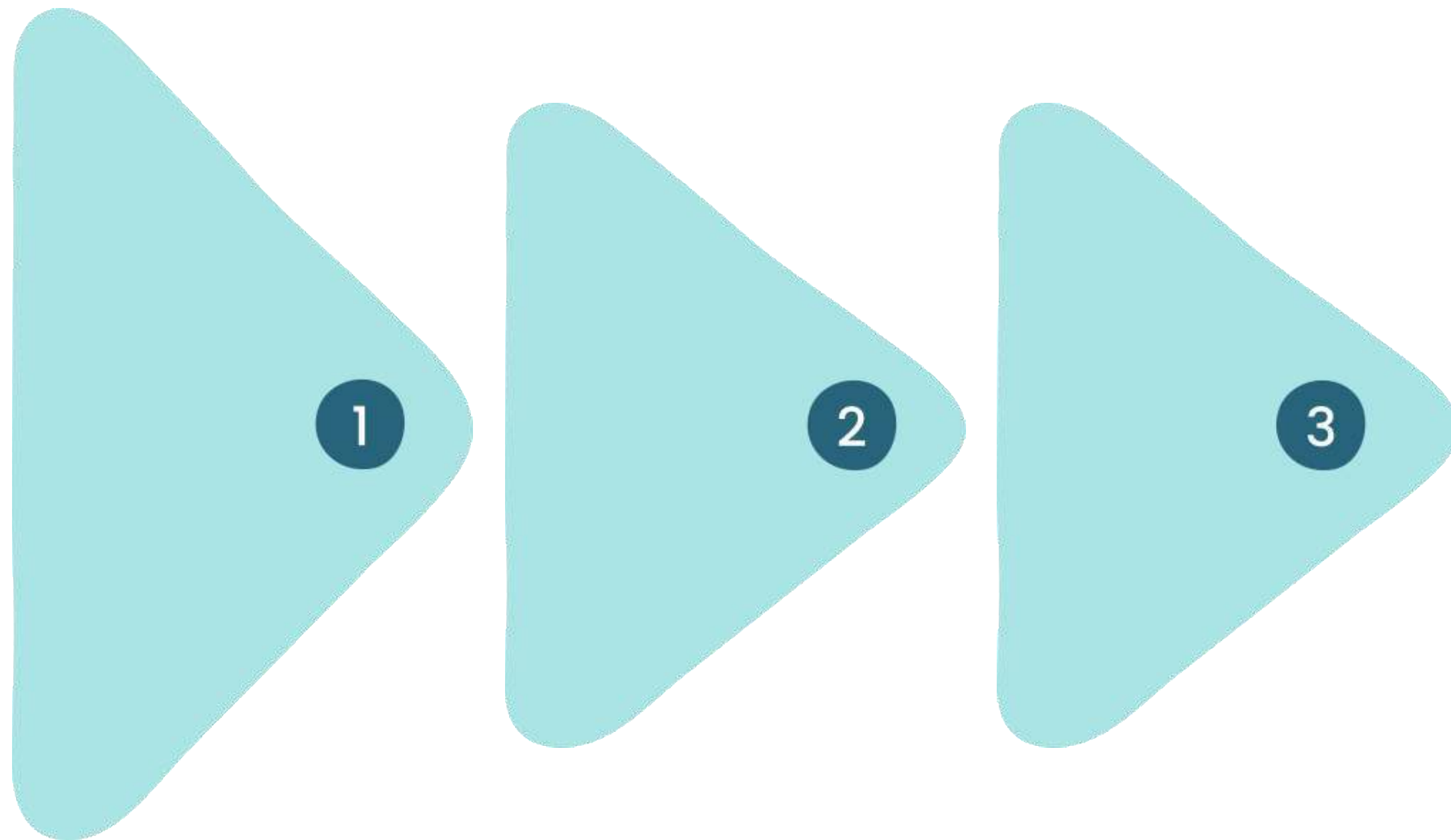
The application of co-design and real-world evidence ensures we're solving the right problem, the right way

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Focus: Co-design with adolescents

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Why adolescents?

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Teens $\neq$
older children

Teens $\neq$
younger adults

62%

of Phase 3 adult studies for
common conditions include
teenage participants

Inclusion of Adolescents in Adult Clinical Trials: Report of the
Institute for Advanced Clinical Trials for Children's Pediatric
Innovation Research Forum - PMC

Adolescence is a distinct developmental,
emotional, and contextual stage



Co-design in practice

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Partnership

1

Creating the conditions
for real collaboration

**Meaningful
impact**

2

Iteratively apply
what we learn

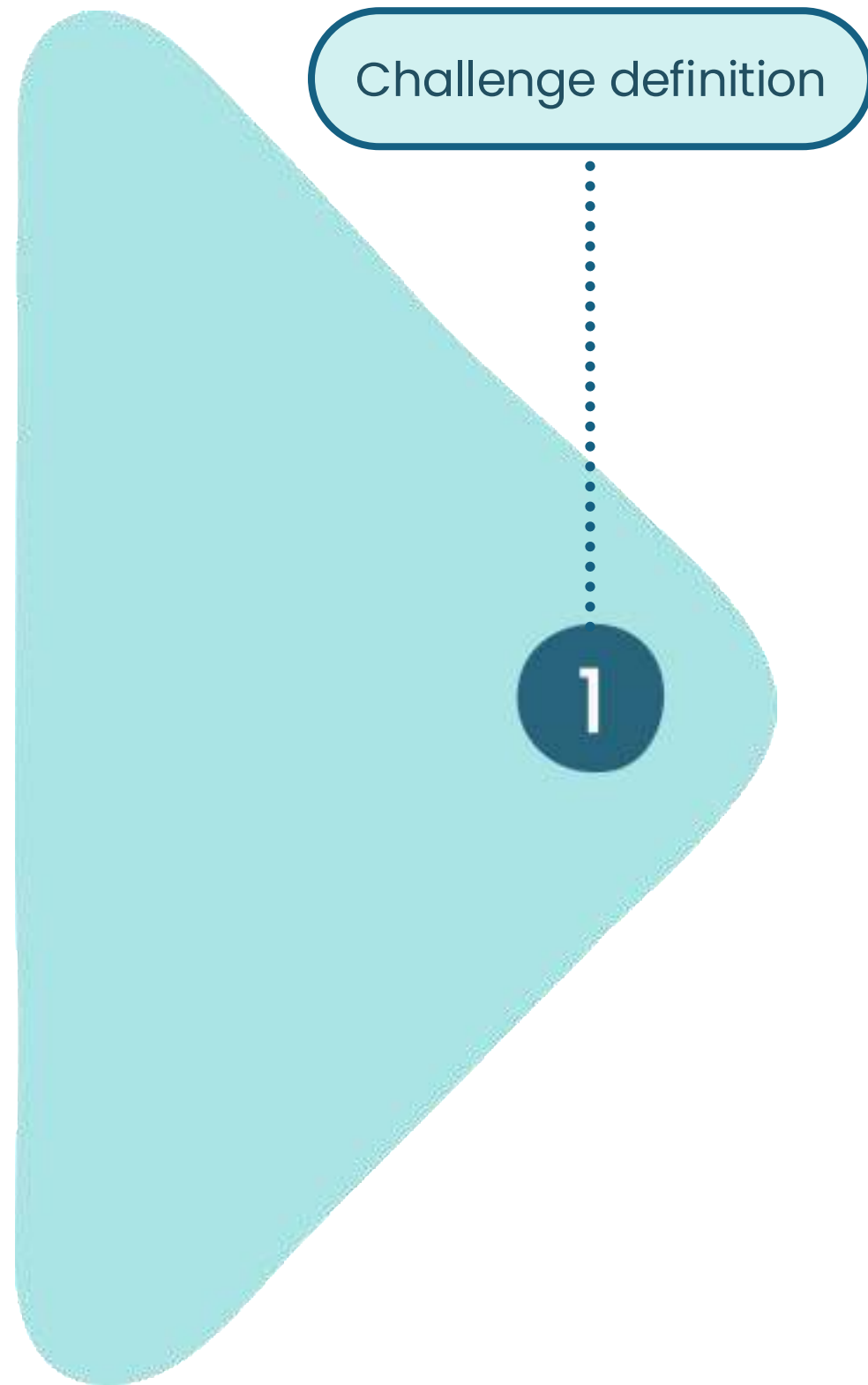
Non-extractive

3

Co-design partners
must benefit from the
experience

Co-design in practice

1. Develop a deep understanding of the challenge



Co-design in practice

Teens case study

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Initial parameters
set by review of
developmental and
psychological
research

**27 teen
evaluators**
participating in
pop-up co-design
and online
evaluations

In depth interviews with
caregivers, healthcare
professionals and
secondary school
teachers

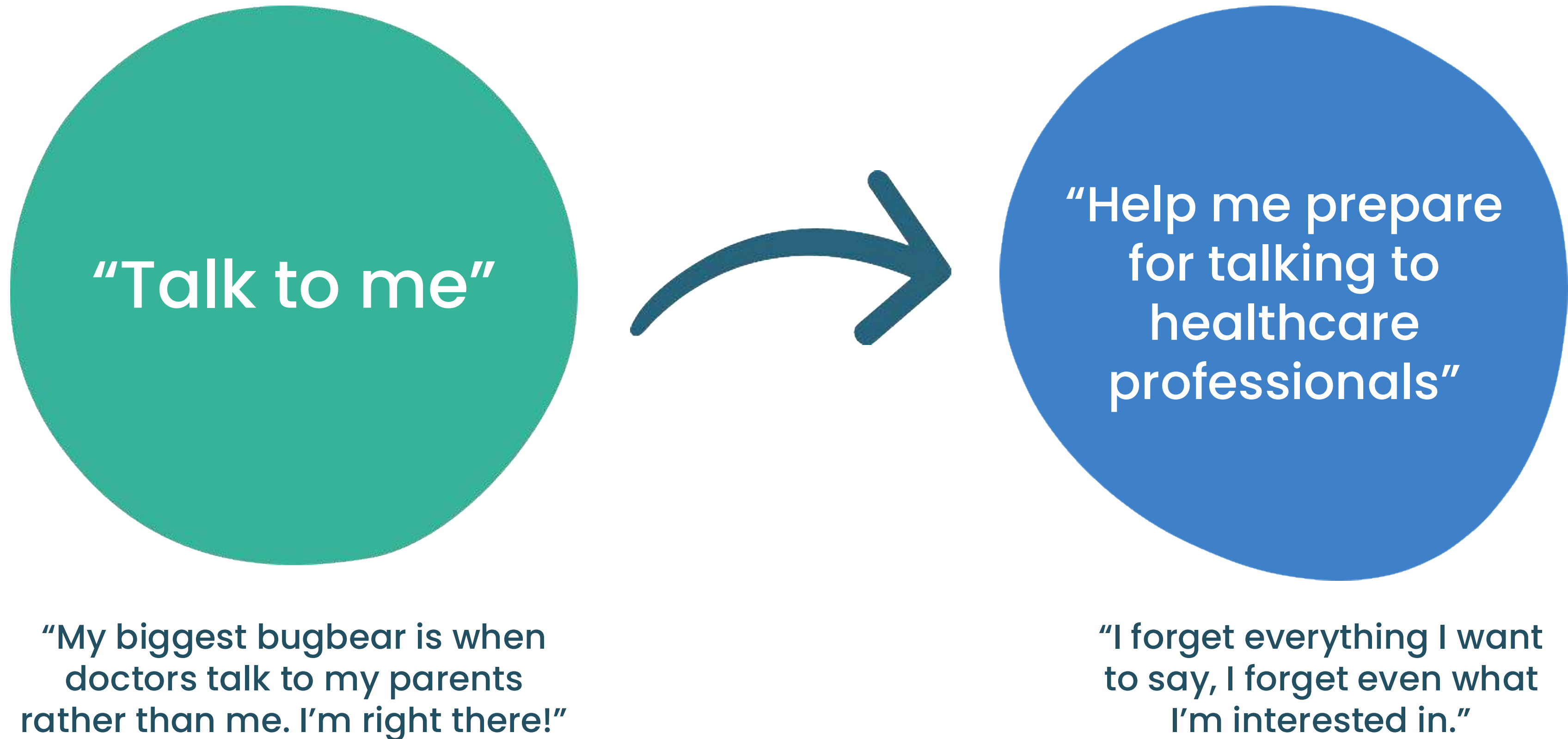
**Pop up
co-design**
In 4 NHS primary
care settings

5 teens
as co-design
partners, completing
10 co-design
activities over
4 months

156.5 hours
of engagement
with teens

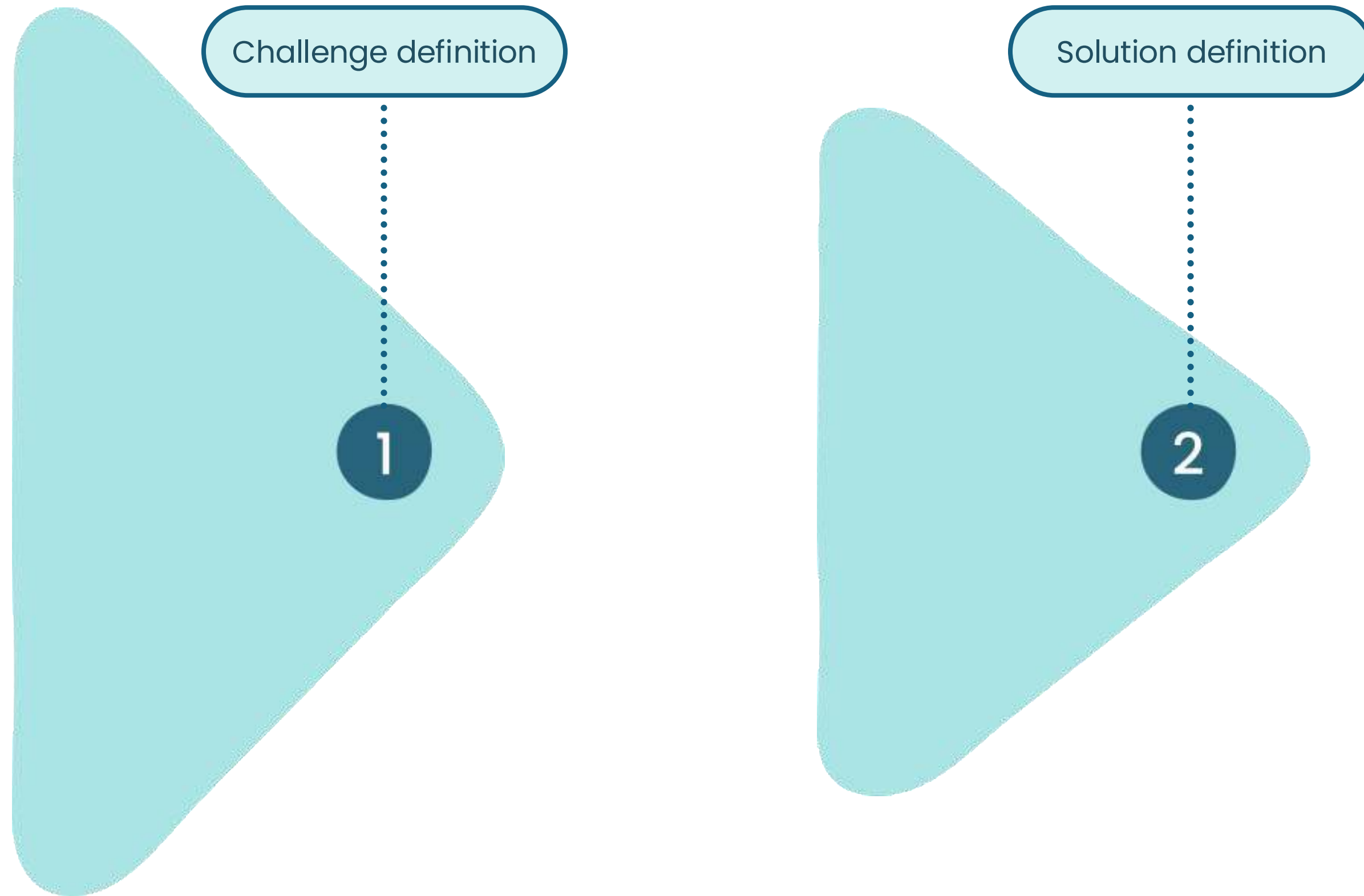
Co-design in practice

1. Develop a deep understanding of the challenge



Co-design in practice

2. Co-design and evidence informed solutions



Co-design in practice

2. Co-design and evidence informed solutions

“Help me prepare
for talking to
healthcare
professionals”

“They asked me questions I
needed my mum there for.”



Make the
appointment
predictable



Reduce pressure
in the moment

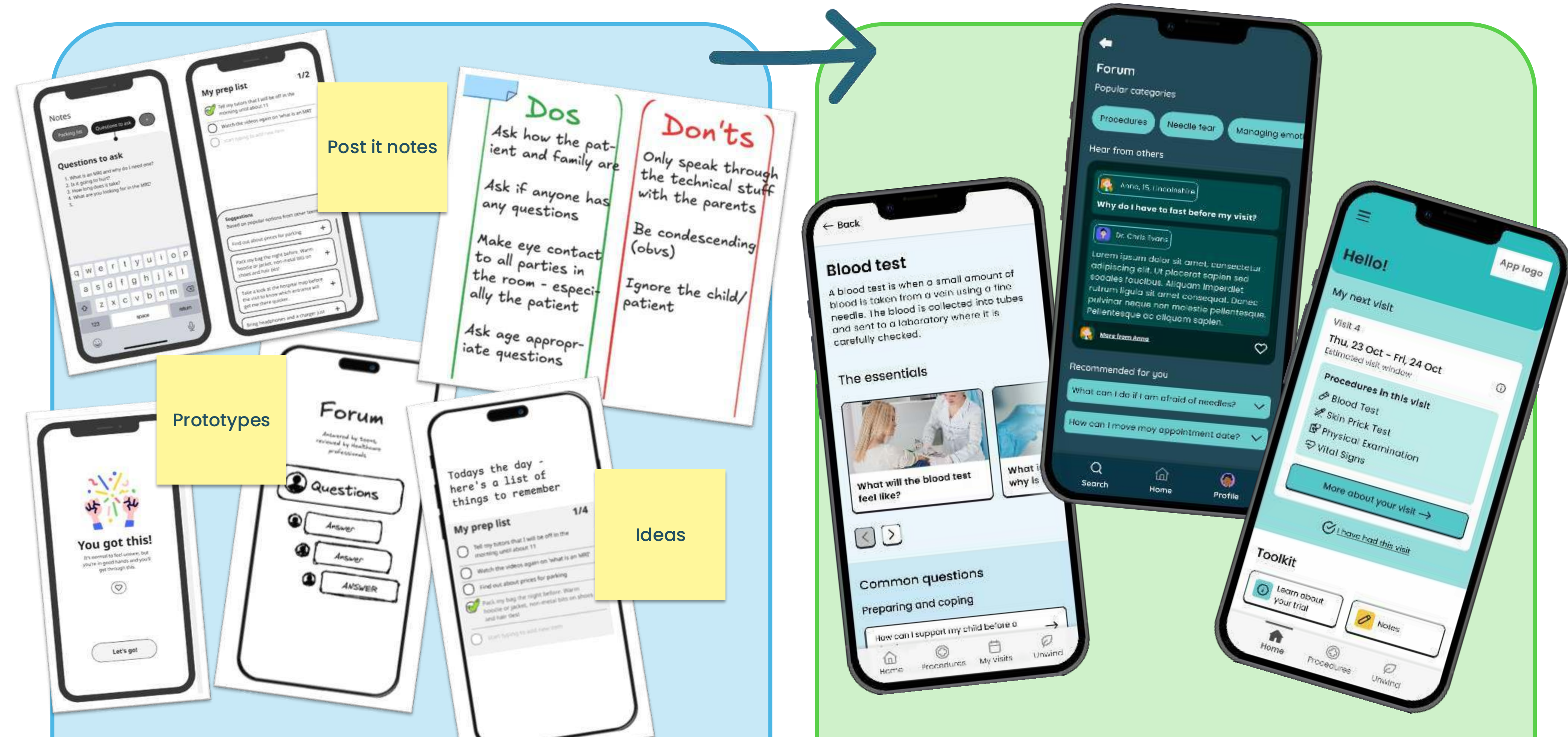


Support shared
decision-making

Ideate on
potential
solutions

Co-design in practice

2. Ideate and refine solution



Co-design in practice

2. Potential solutions to features

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Make the appointment predictable

- Visits overview (including if your caregiver can be with you)



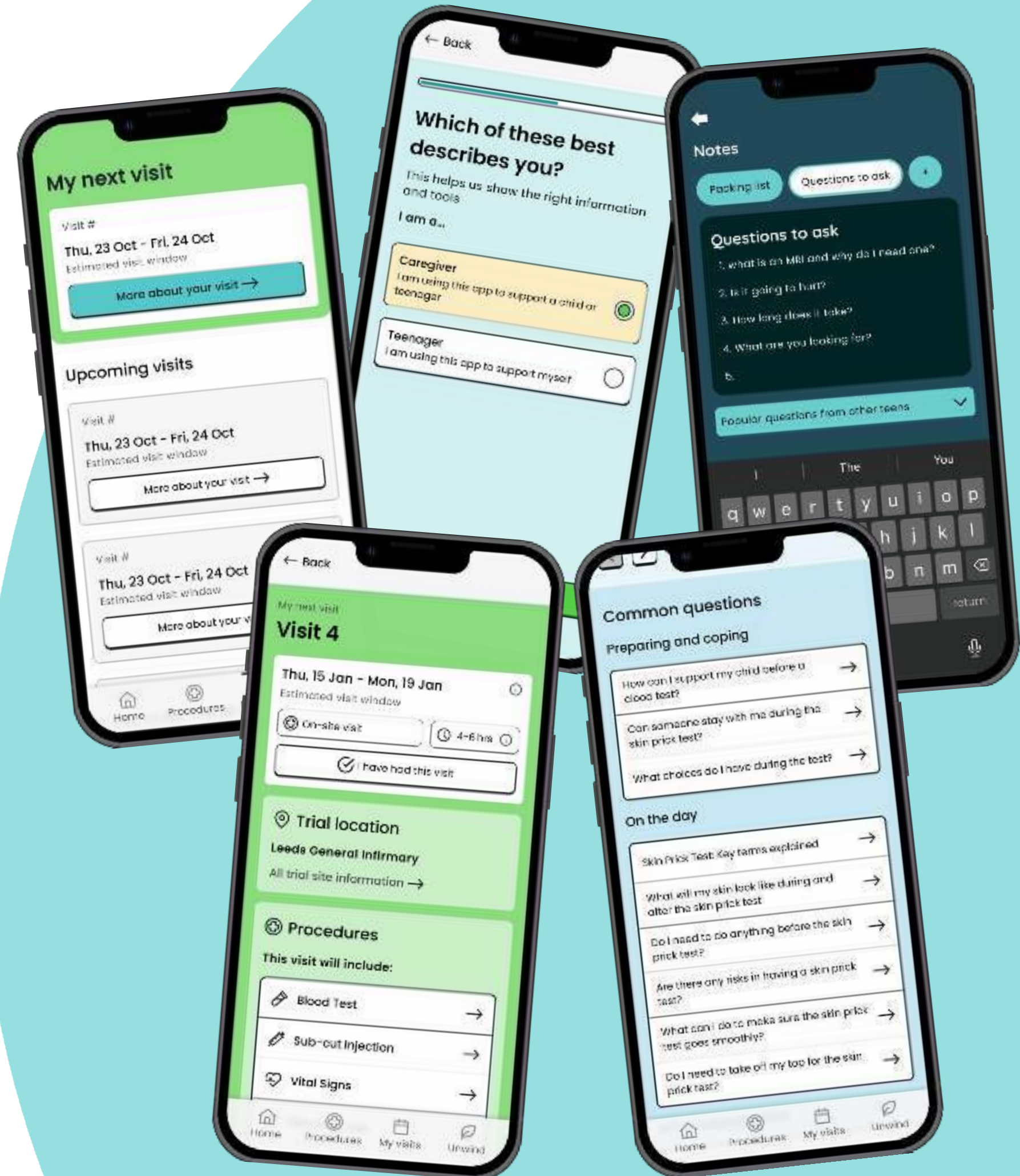
Reduce pressure in the moment

- Notes
- FAQs from teens



Support shared decision-making

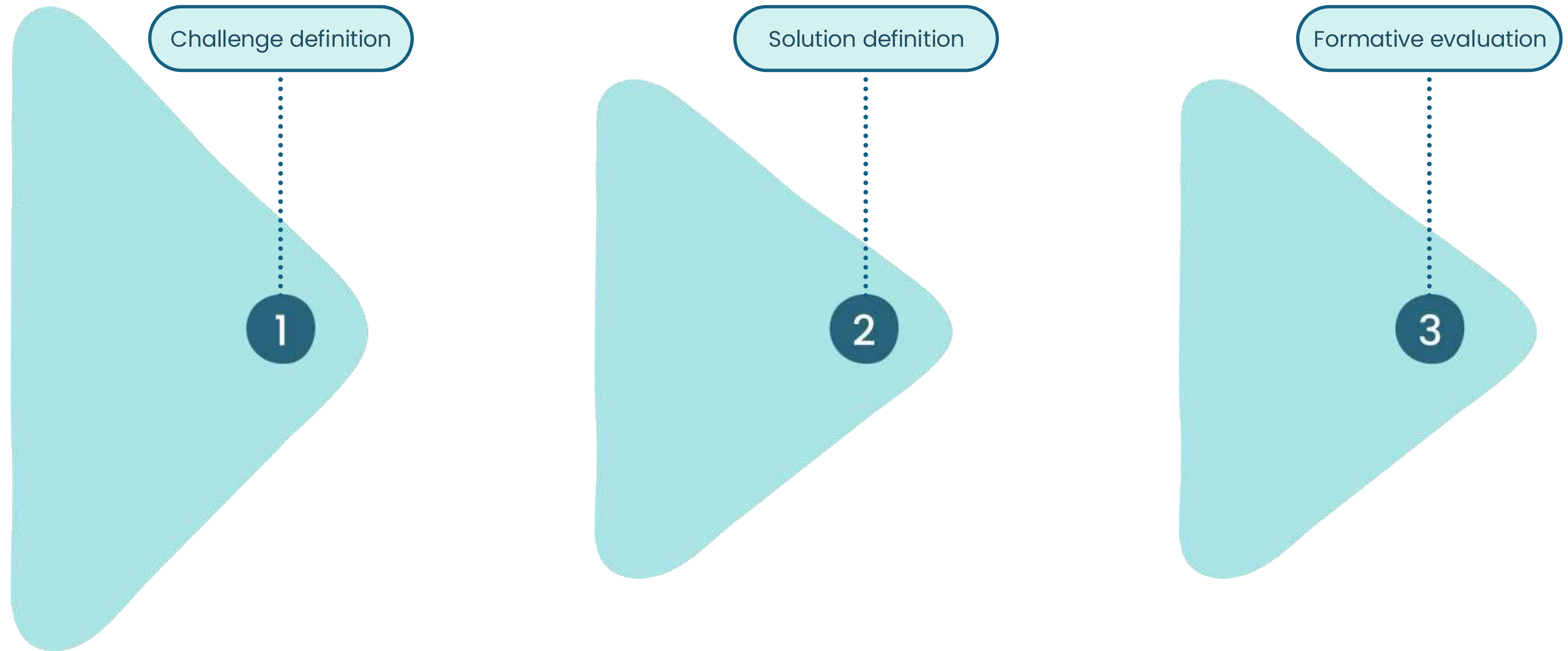
- Caregivers view



Co-design in practice

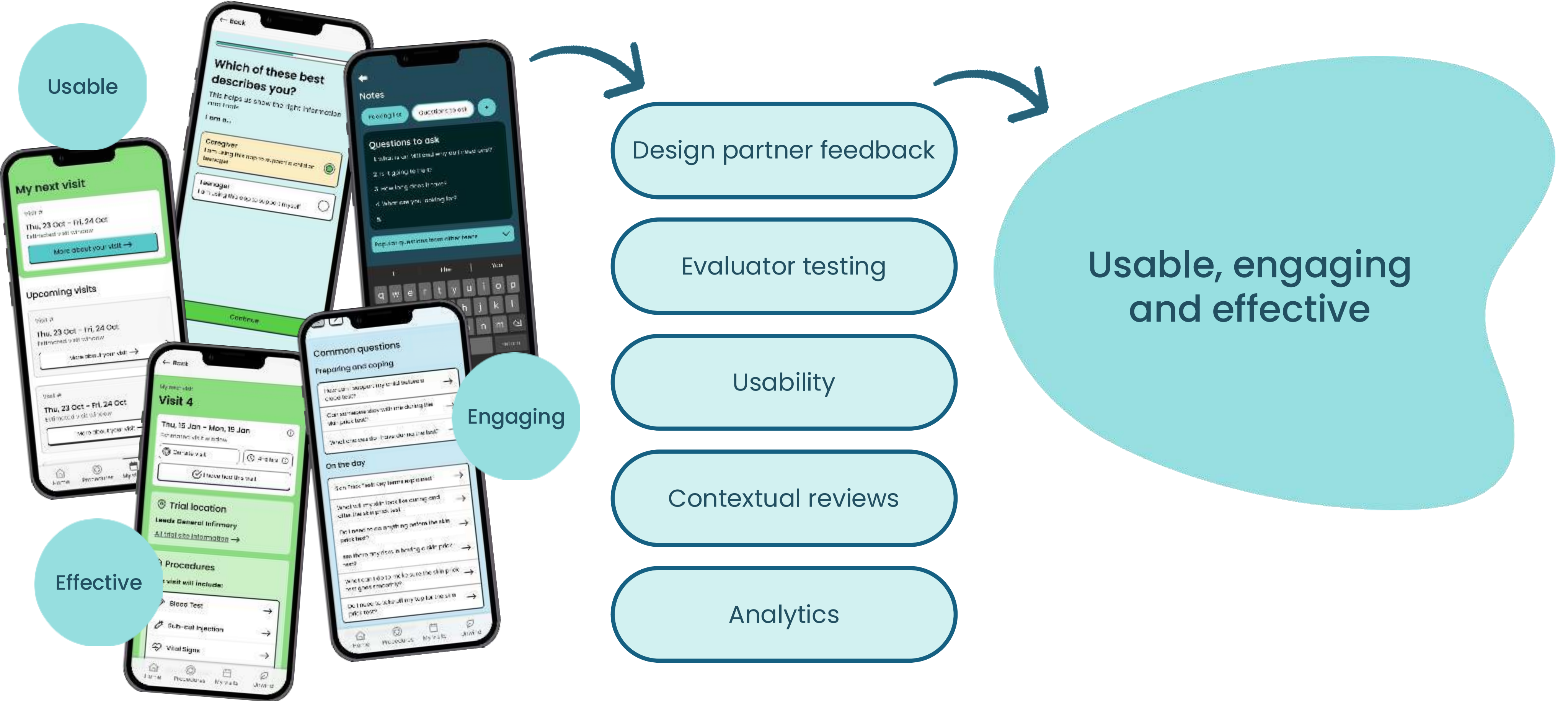
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3. Evaluating success

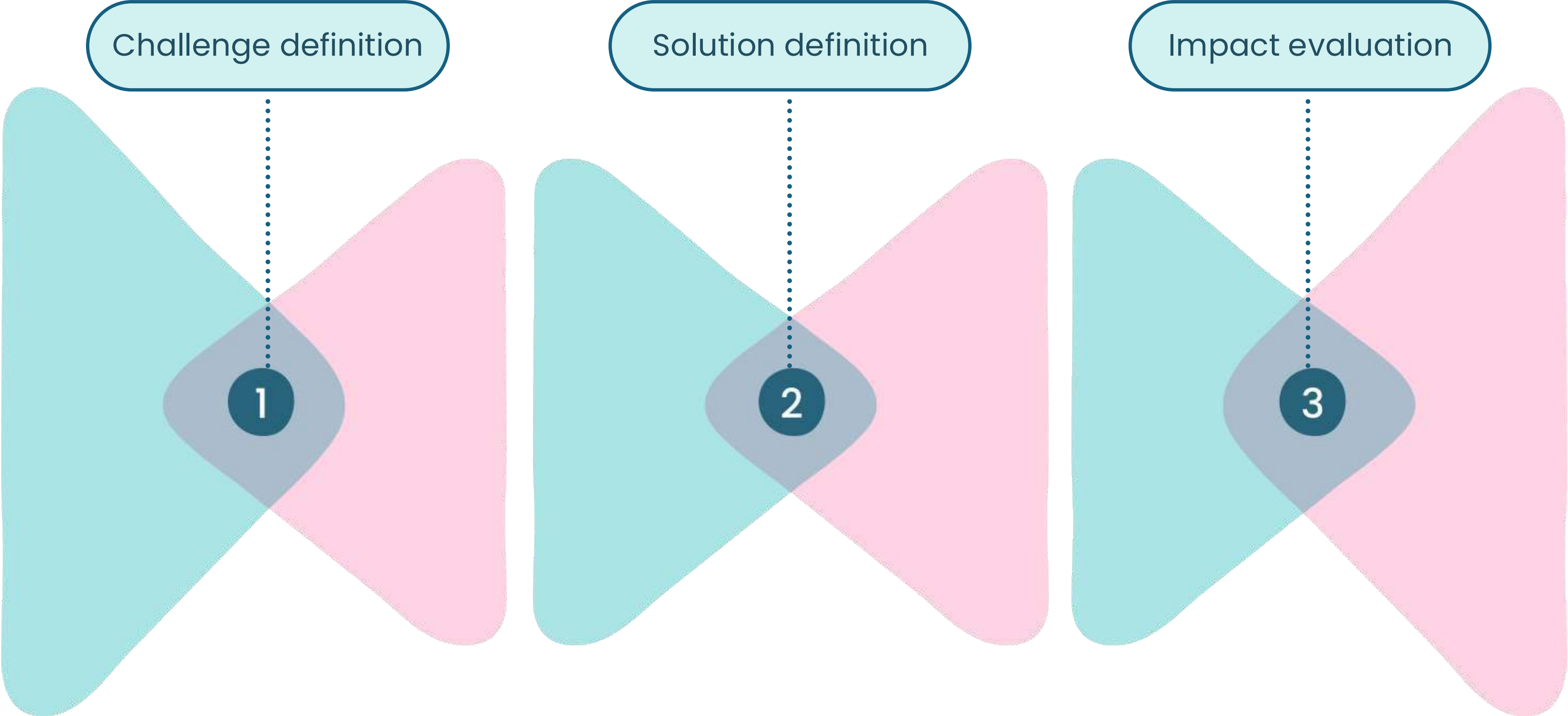


Co-design in practice

3. Formative evaluation based on co-design



Beyond usability



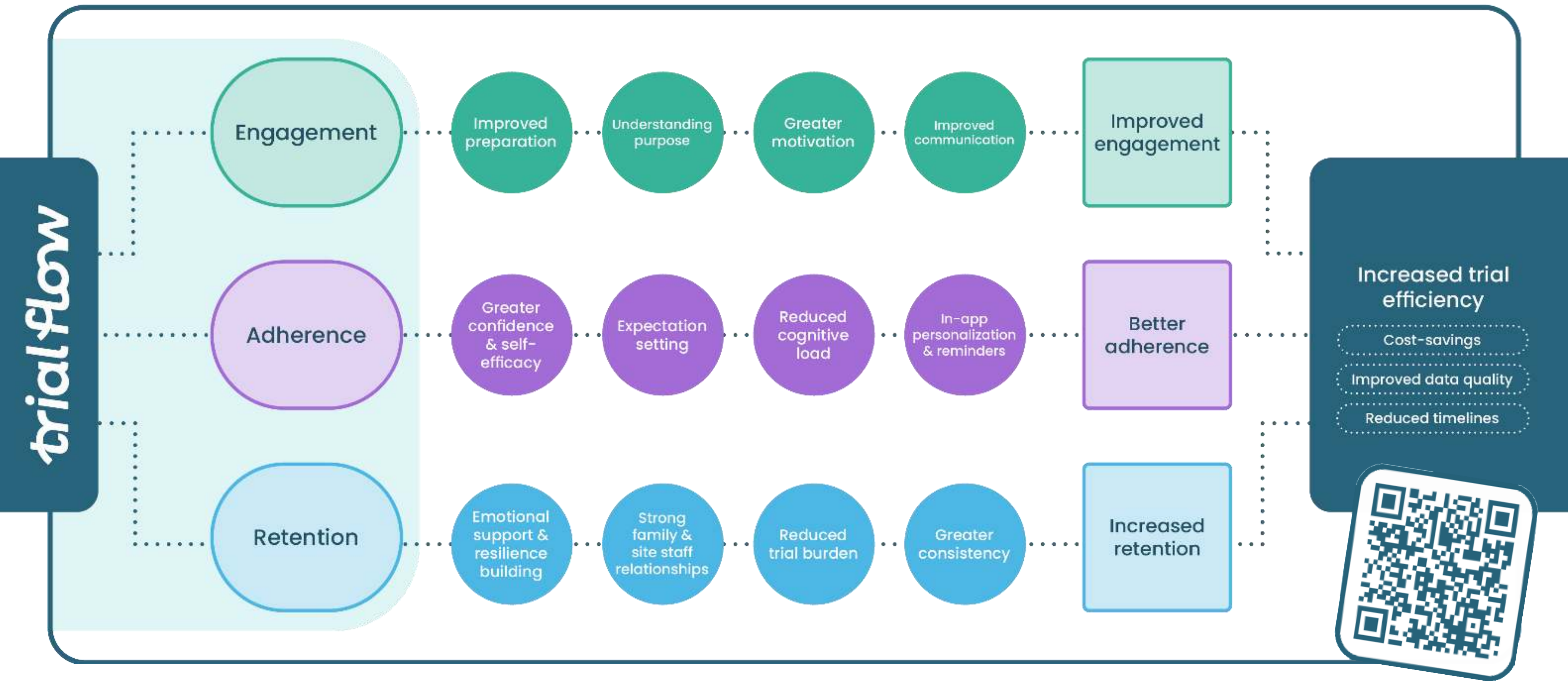
Translating into impact

Evaluation based on defined outcomes



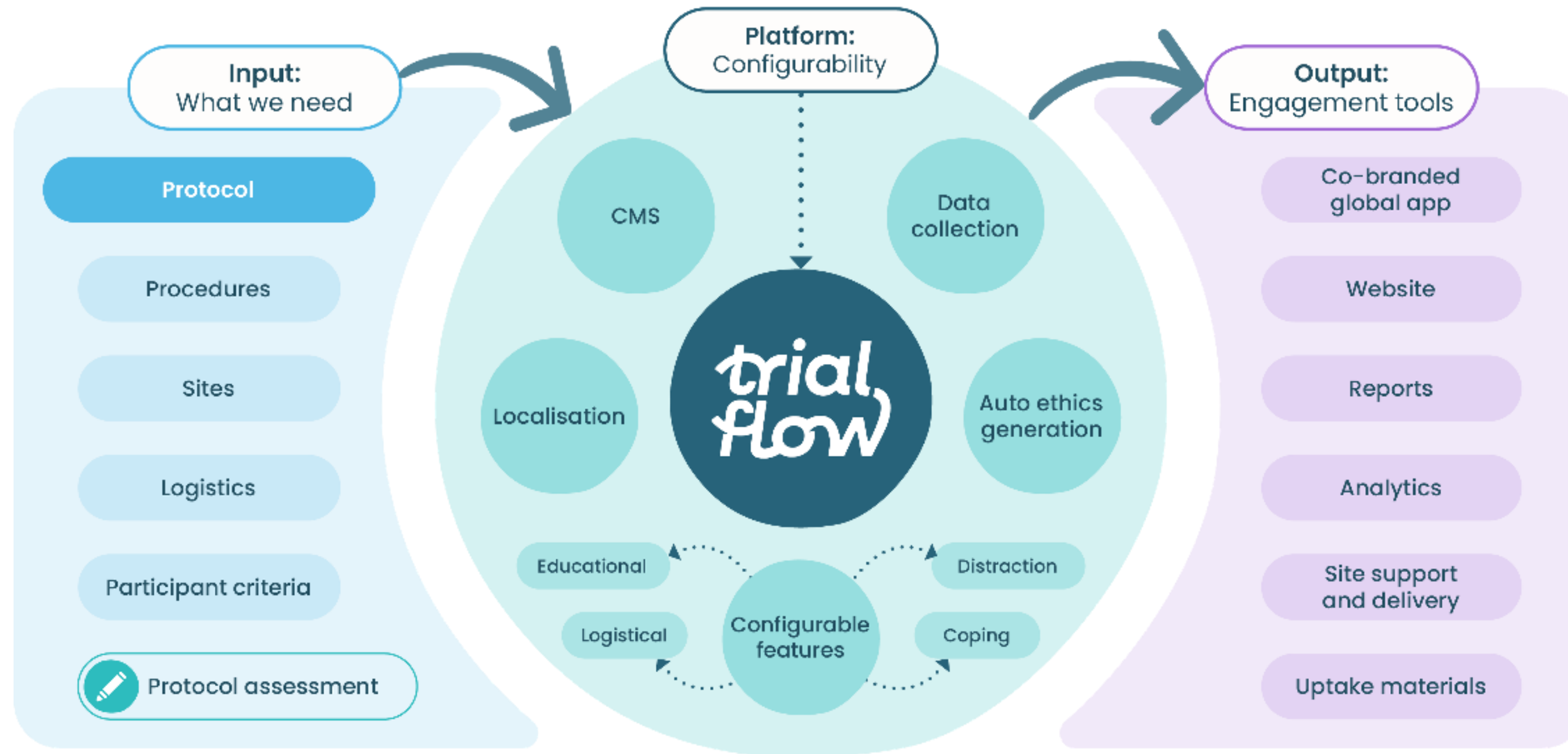
Translating into impact

Theory of change



Delivery: turning patient voice into trial support at scale

Trial Flow is a protocol-configurable platform



Every study benefits from our cumulative patient insights and evidence, rather than building from scratch each time

trial flow



Come and
speak to us
at Booth 30

The background is a solid teal color. It features several large, white, wavy, organic shapes that overlap each other, creating a layered, abstract effect. These shapes are positioned in the corners and along the edges, leaving the center area relatively clear for the text.

Thank you