



COLLABORATE FORWARD

January 26, 2021

Meeting Notes: Patient Engagement Summary of Key Points

Do you have an SOP for collecting patient feedback?

- Creates operational efficiency and enhances organizational requirements
- Education and training consistency; ensure compliance
- Patient/site relationships are paramount; patient satisfaction is essential
- Deliver exceptional patient experiences, exceeding expectations
- Be mindful of language: "patient" vs "subject"
 - Include consumable content for the audience it serves

Are you finding there is an uptick to portal use?

- Strategy to guide sites in elevating patient experience
- Ability to securely message through a portal is advantageous
- Improves accuracy; reduces staff burden
- Portal access hurdles exist as a result of geographic area

Can you measure patient engagement?

- Strategy to guide sites in elevating patient experience with actionable results
- Capture and understand the patients' level of engagement
- Revise management philosophies
- Message delivery to resonate with patients
- Determine emergent needs of patient

What tools have you found to be most helpful?

- Furnish patients with necessary tools to navigate through experience
 - Net Promoter Score Survey
 - Survey Monkey
 - TransCelerate BioPharma Patient Experience Tool Kit

What engagement tools are missing? Or would you like to see across trials?

- Empower the patient to choose their journey
- Innovate from experiences outside of healthcare industry to inform process
- Implement most value added tools
 - Call Centers
 - Financial counselors
 - Patient navigators