



COLLABORATE FORWARD

April 13, 2021

Meeting Notes | Patient Engagement: What Matters Most Summary of Key Points

What patient engagement advancement is most important to clinical research over the next 12 months?

- Patient engagement is paramount; create convenient procedures and protocols
- Minimize complexity of patient experience
- Imperative to understand patient profile and create experience for them
- Offer multiple patient options and ensure patient benefitting
- Telehealth appointments
- Empathetic, personalized and strategic messaging
- Provide multiple forums for disseminating messages
- Live Patient Advocacy Meetups
- Trusted community leader advocates
- Debunk information and educate the public
- Imperative for sites to be committed, dedicated and engaged
- Develop meaningful relationships with patients