Hoe kunnen patienten ècht betrokken worden

Perspectief van de Sponsor

Betsy Gross, *Lilies and Carp*
Artwork from The Creative Center

Bert Hartog, PhD, Clinical Innovation Leader

DCTF Jaarcongres Ede | 05 Oktober 2016

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Hoe kunnen clinical trials anders?

Participants tell us how the clinical trial experience can be improved

- ✓ Trials not accessible to where they live — **70% do not live near research center**
- ✓ Treated as subjects, not people — **"Be efficient with my time, manage my expectations"**
- ✓ No follow-up or communication of results — **"I'd like a Thank You and to know my participation was important"**

PATIENT	SPONSOR
TOEGANG	RECRUTERING
GOEDE ERVARING	RETENTIE
BETROKKENHEID	INZICHTEN

Breng de Trial naar de Patient

o.a. mHealth technologie, lokale/thuis-visites & assessments

Verbeter de Deelnemers Ervaring

o.a. patient-gericht trial design en feedback vragen

Patient Gericht Trial Design

- Genereren van unieke inzichten mbt trial design en uitvoering
- Idee/Probleem – Demonstratie – Opschalen – Routinematig toepassen

Patient Voice

Classic Market Research
Phone interviews & online surveys

Digital Patient Communities
Online surveys

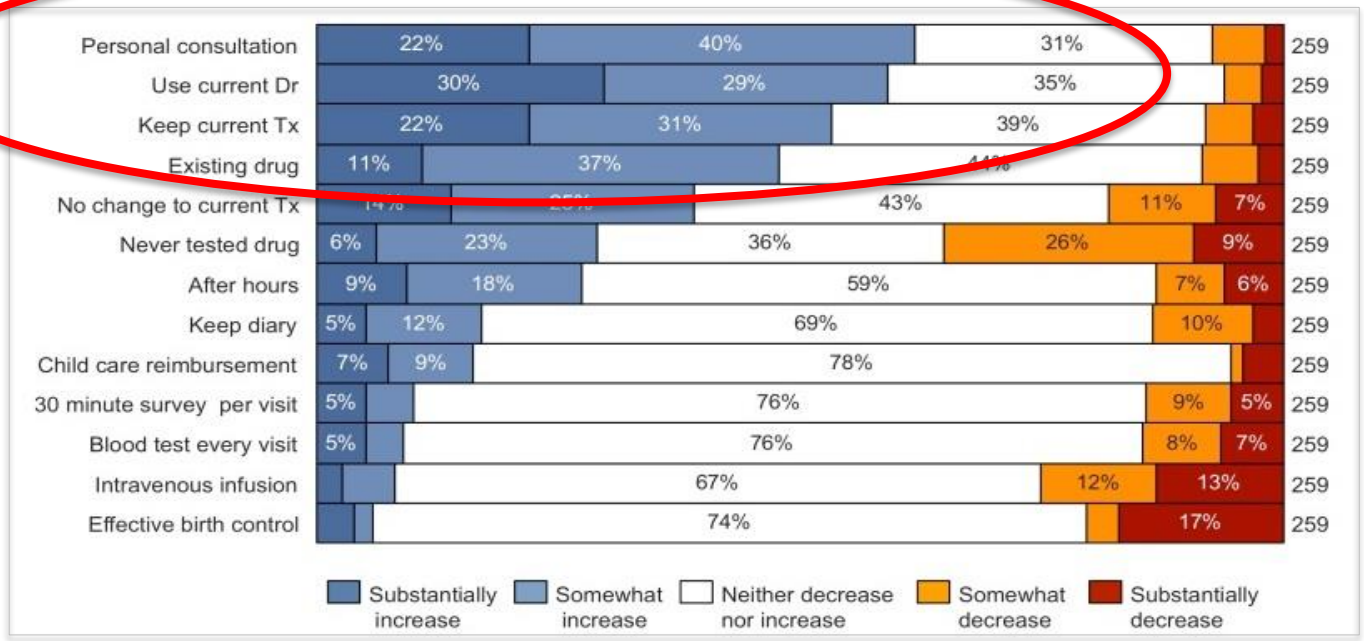
Trial Simulation Workshop
Interactive simulation workshops & interviews

Lupus / Digital Patient Communities

Key Insights

- Insights into disease and treatment experience insights
- Uncovered structural factors that hinder trial enrollment
- Revealed protocol-specific facilitators and barriers to recruitment and retention

Would these factors increase or decrease the likelihood of participation?

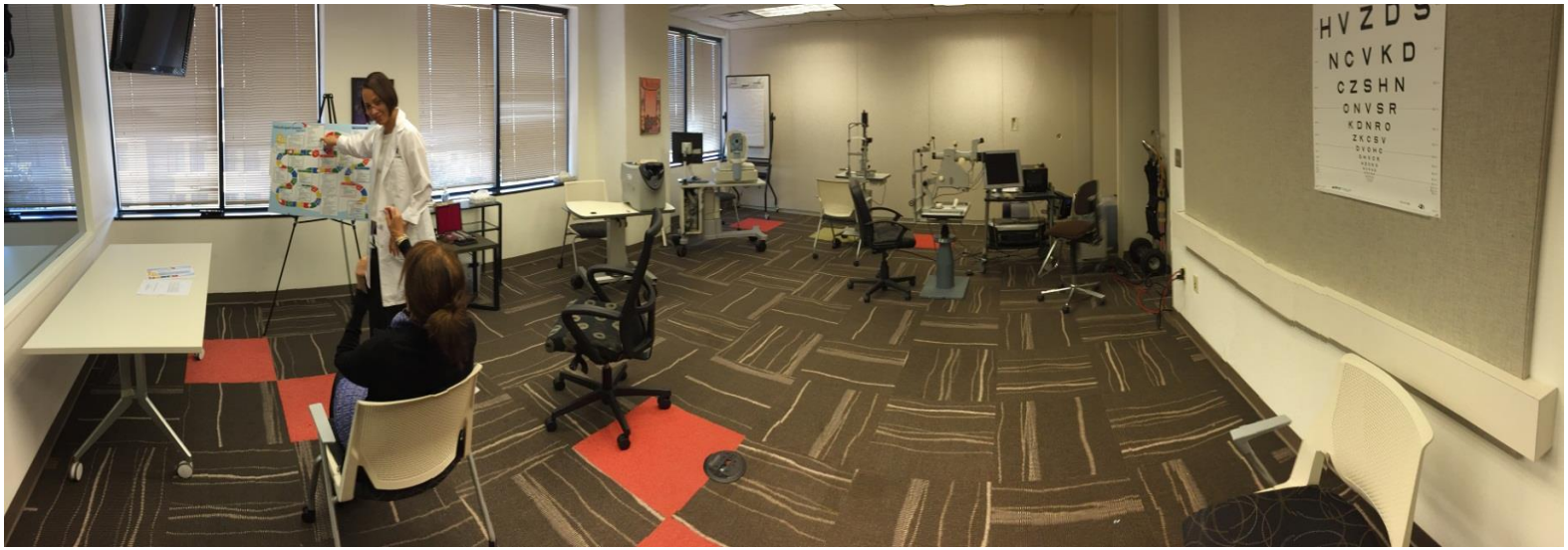


ARMD / Trial Simulatie

Atrofisch-leeftijd gerelateerd macula degeneratie / phase II trial

USA consumenten panel, uitgevoerd in market research omgeving

Doelstellingen: beter begrijpen impact van aandoening, belasting tgv typische trial visite, knelpunten in protocol design, opties om deelnemers betere ervaring te geven



ARMD/ Trial Simulation

Value & impact

Transportation

Centralized transportation and hotel

Escort door to door service

Lengthy Study Procedures

Implemented a split visit schedule

Ensure site has comfortable waiting area

Electronic Informed Consent

Larger monitors installed

Paper copy with large print

Study Treatment and Surgery

Included animation video in ICF

Ongoing discussion regarding retreatment of sham patients

Tevredenheids bevraging via internet survey

THANK YOU!

Thank you for taking part in this study!

We'd like to learn more about your experience, so we've created a short survey for you to take. Your feedback will help researchers design more effective, patient-friendly, and successful research studies in the future.

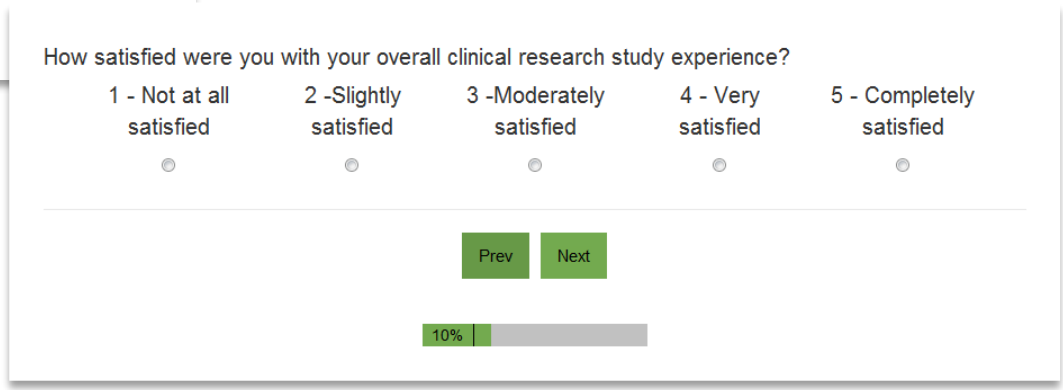
Your opinion matters. Completing this survey is voluntary and your name will not be used.

Please scan the QR code to the right or visit the link below in the next 10 days to share your perspective.

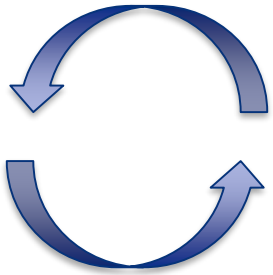
HealthiVibe.com/HealthiPerspectives/201501/US

Your study site ID number is: _____. You will need this number to participate in the survey.

HealthiPerspectives



Dankuwel!



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