



# Patient Engagement in Clinical Trials

Erik van der Zijden - CEO Synappz Mobile Health



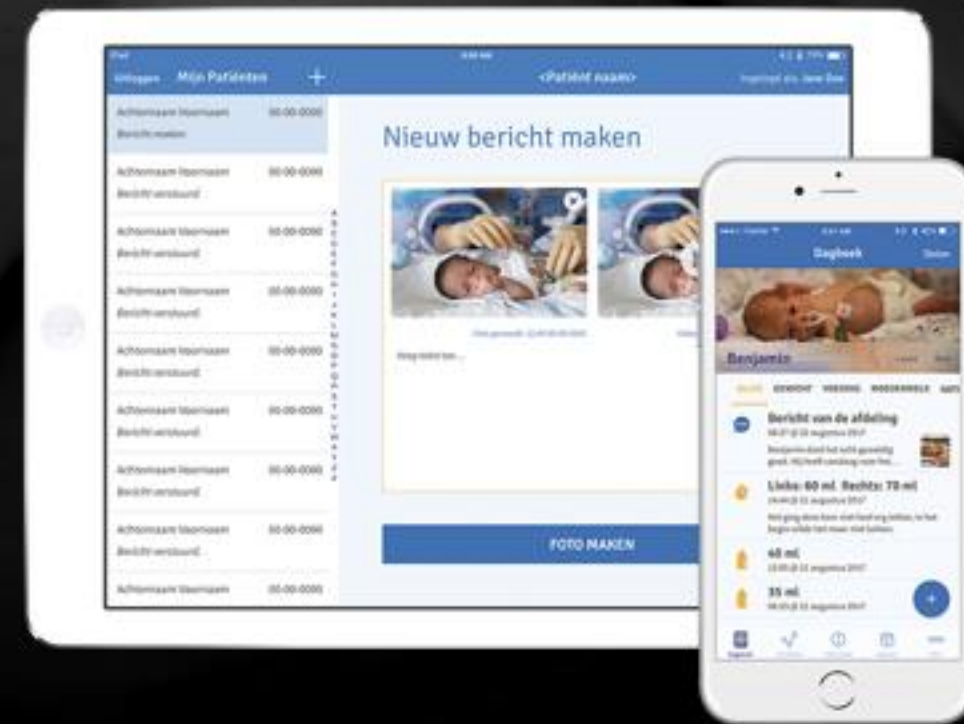


















# Patient Engagement - What it is



A concept that combines a patient's knowledge, skills, ability and willingness to manage his own health and care with interventions designed to increase activation and promote positive patient behavior.

*Healthcare Affairs, 2016*

# Patient Engagement - What it is



A concept that combines a patient's knowledge, skills, ability and willingness to manage his own health and care with interventions designed to increase activation and promote positive patient behavior.

*Healthcare Affairs, 2016*



# Patient Engagement in Clinical Trials



Patient drop-out hovers at approximately 30-35%

Provide the patients with the needed information and motivation throughout the trial to encourage better retention and compliance – critical factors to the success of any clinical trial.



## Intake

Setting the scene

## Blueprinting

Collecting the stuff we need

## Coding & Testing

The nuts and bolts

## Releasing

Let the world know

DISCOVER

CREATE

BUILD

IMPLEMENT

Ideation  
Functional Design  
Business Modeling  
Patient Journey  
CE feasibility check  
Behavioral change  
**Patient Engagement**

Interaction and graphic design  
Mood boarding  
Prototyping  
Patients use testing  
CE File Assembly  
Marketing material creation  
Design to Implement Process

Agile/waterfall coding  
Beta testing with patients  
QA/QC  
Compiling CE File  
Submission to authorities  
Marketing Campaign  
development

App Store submission  
App Store Optimization  
App Lifecycle Management  
Assuring Medical Apps  
SLA  
Analyze reporting  
Implementation workshops



3

examples



1

**onboarding**

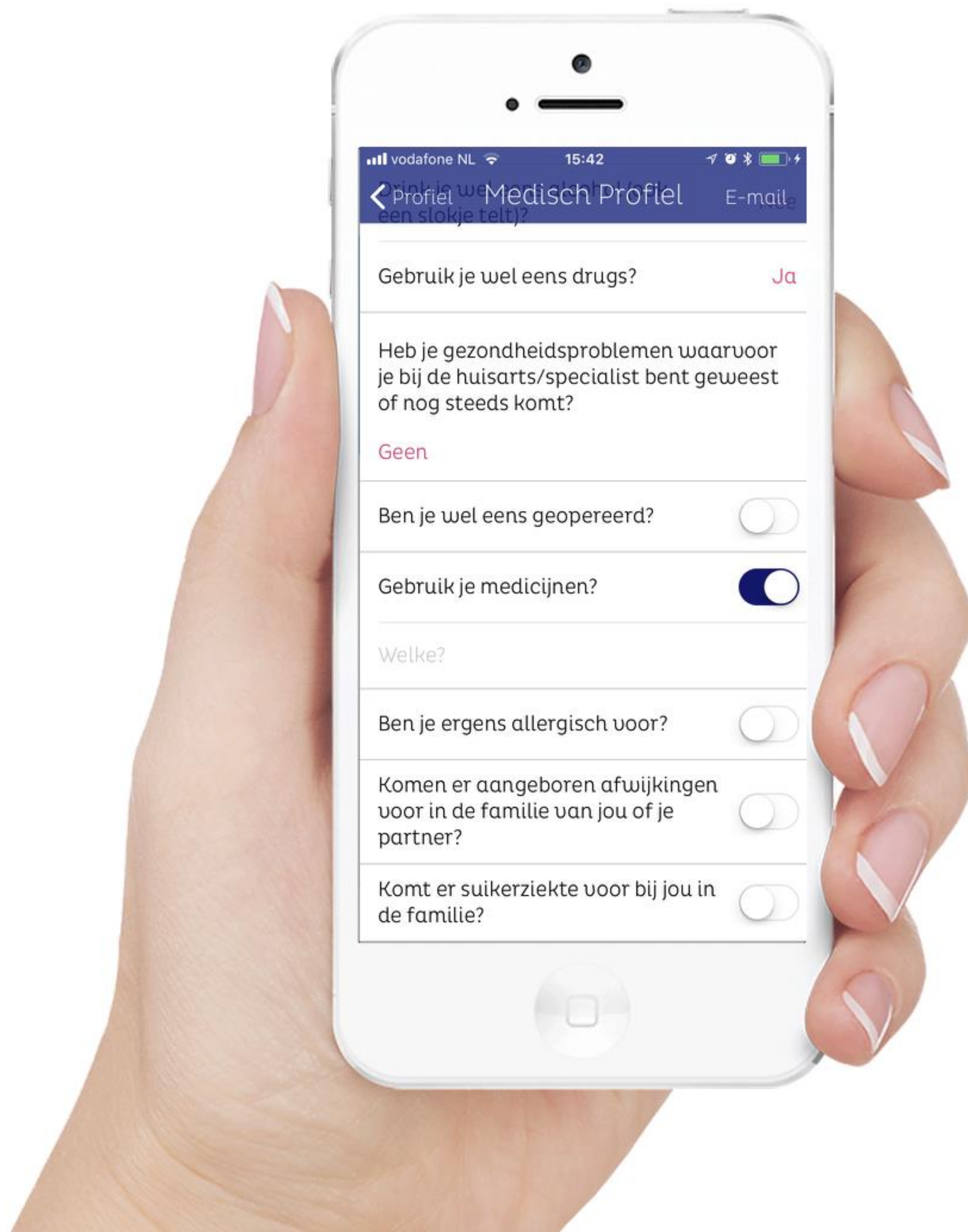


# ZwApp

Helping the unborn.







vodafone NL 15:42

Profiel Medisch Profiel E-mail

Gebruik je wel eens drugs? Ja

Heb je gezondheidsproblemen waarvoor je bij de huisarts/specialist bent geweest of nog steeds komt?

Geen

Ben je wel eens geopereerd?



Gebruik je medicijnen?



Welke?

Ben je ergens allergisch voor?



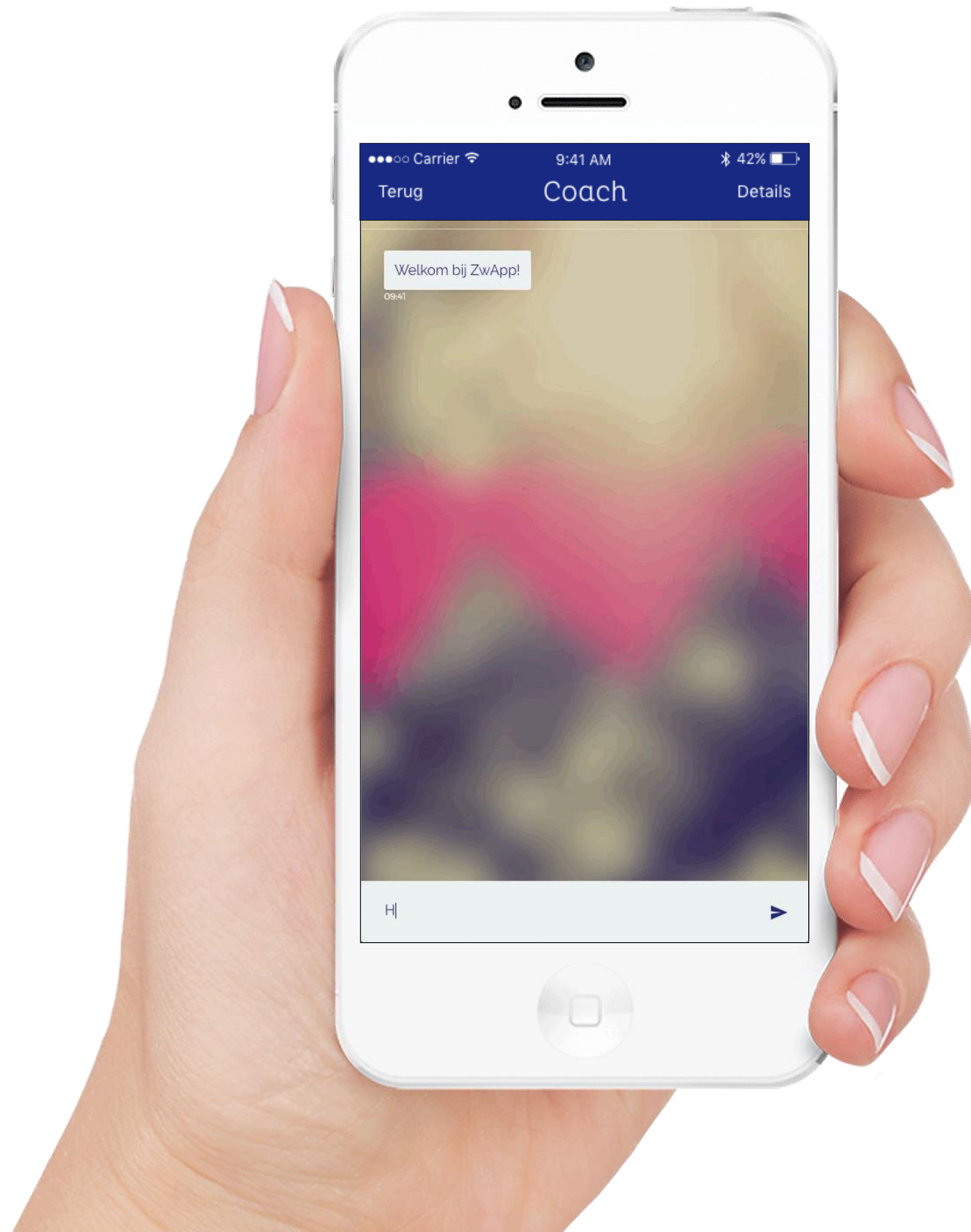
Komen er aangeboren afwijkingen voor in de familie van jou of je partner?



Komt er suikerziekte voor bij jou in de familie?





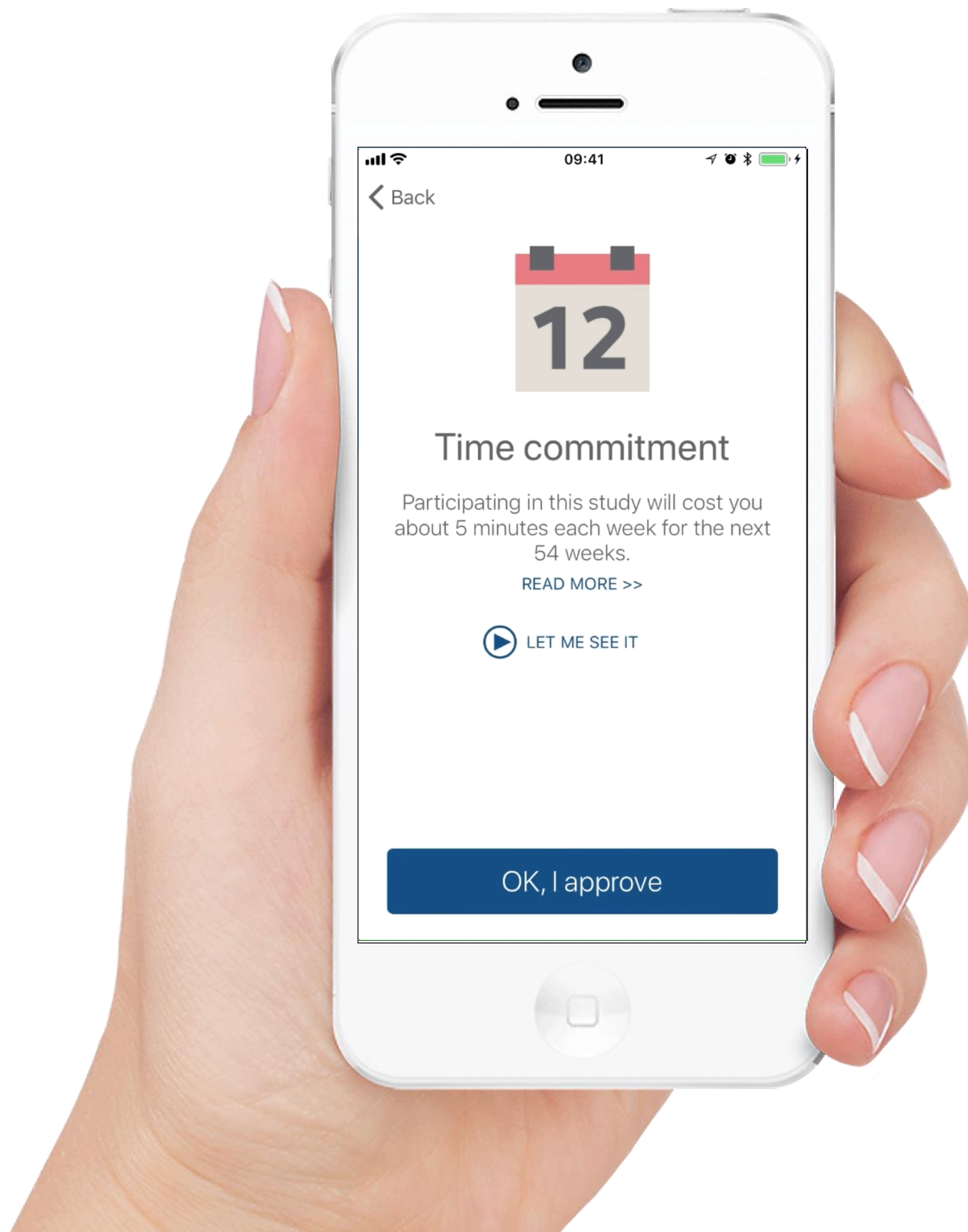




2

**e-consent**





< Back



## Time commitment

Participating in this study will cost you about 5 minutes each week for the next 54 weeks.

[READ MORE >>](#)



LET ME SEE IT

OK, I approve



3

ecosystem

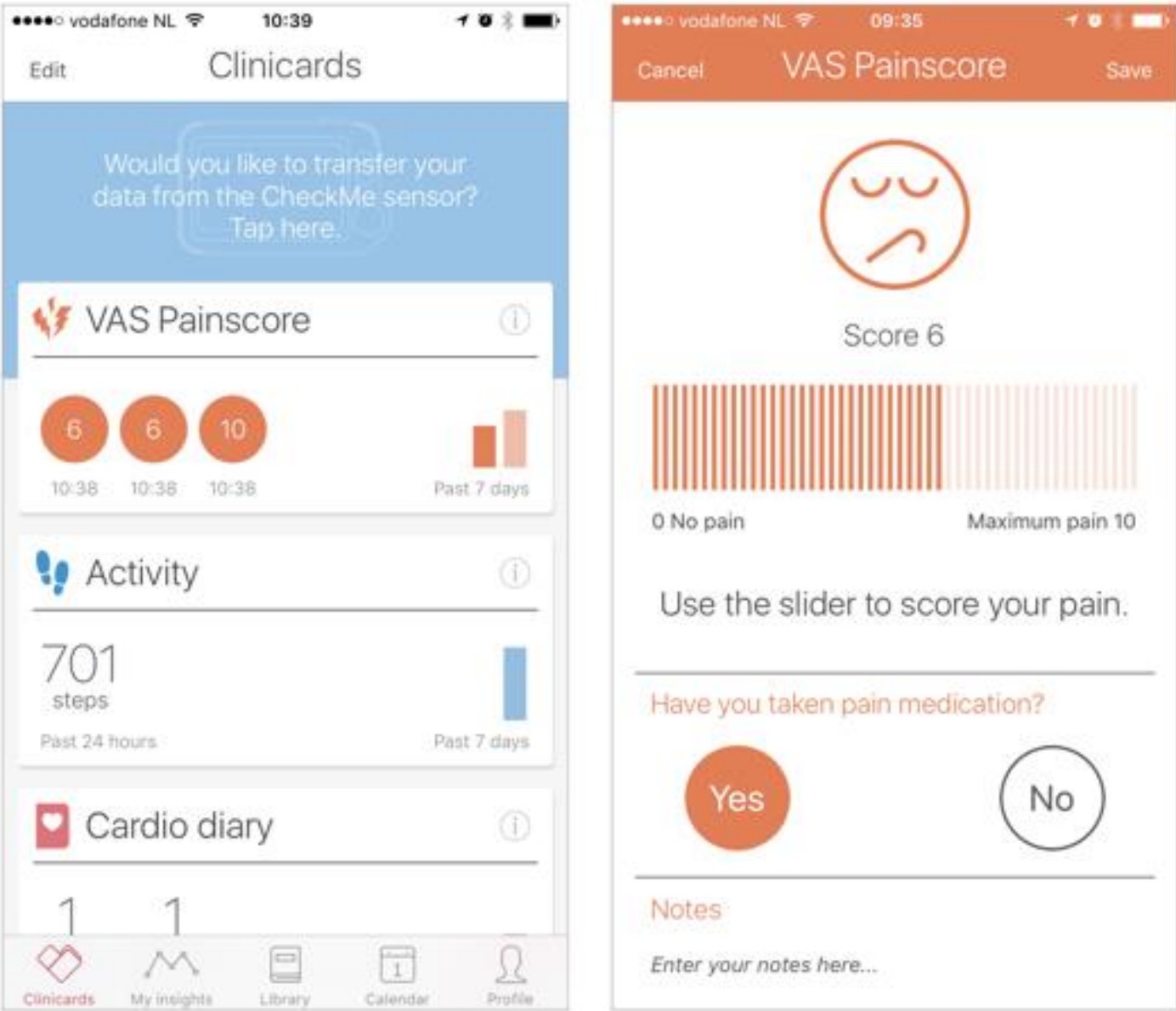




# Bariatric Surgery



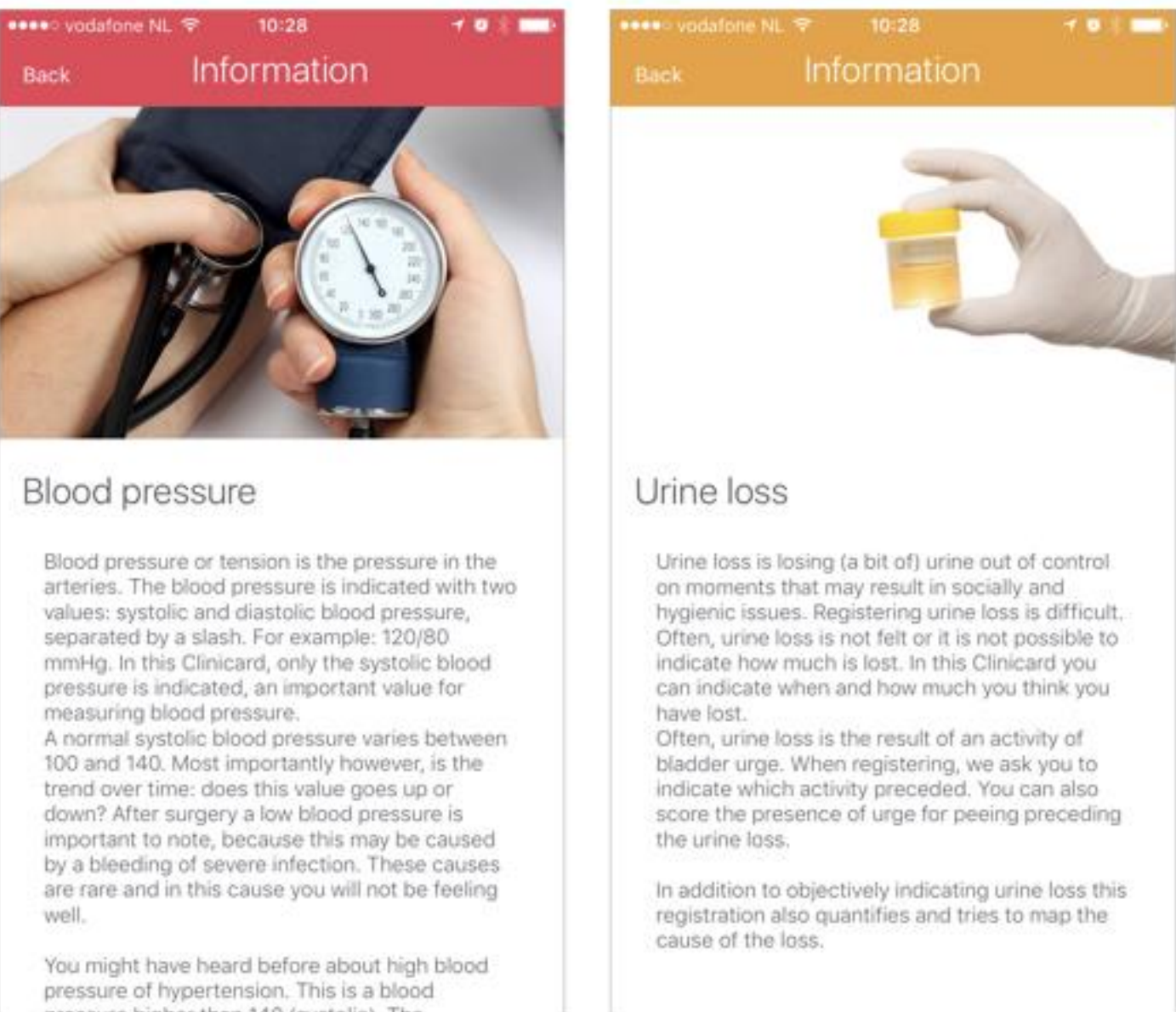
User Interaction



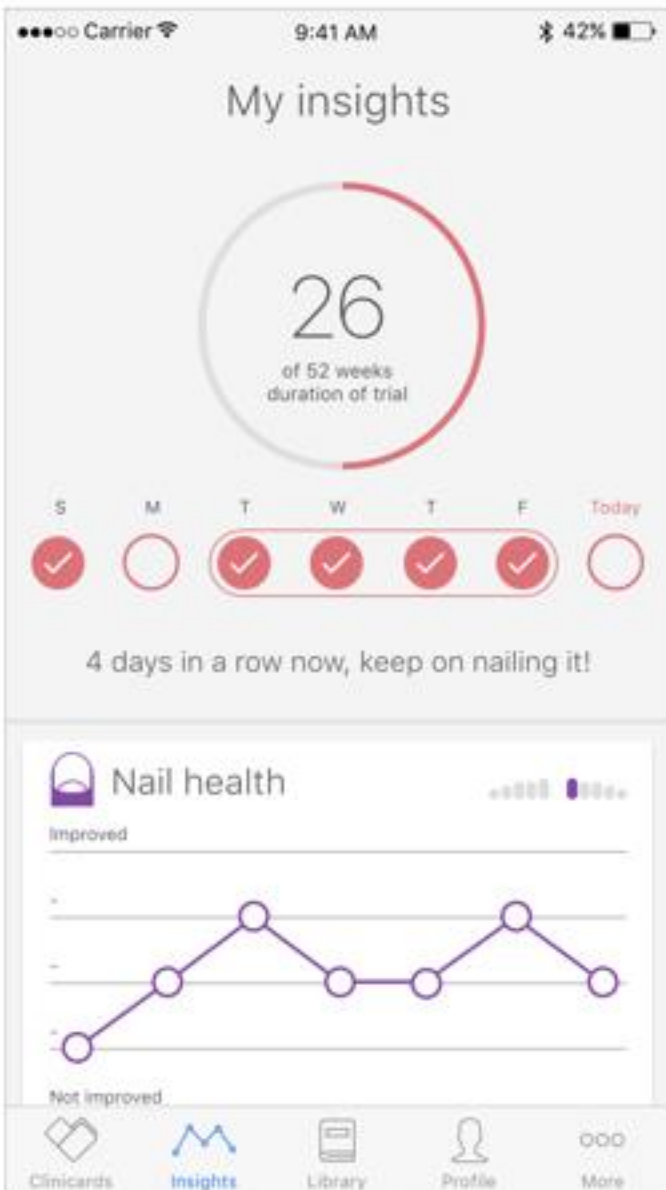
Timeline



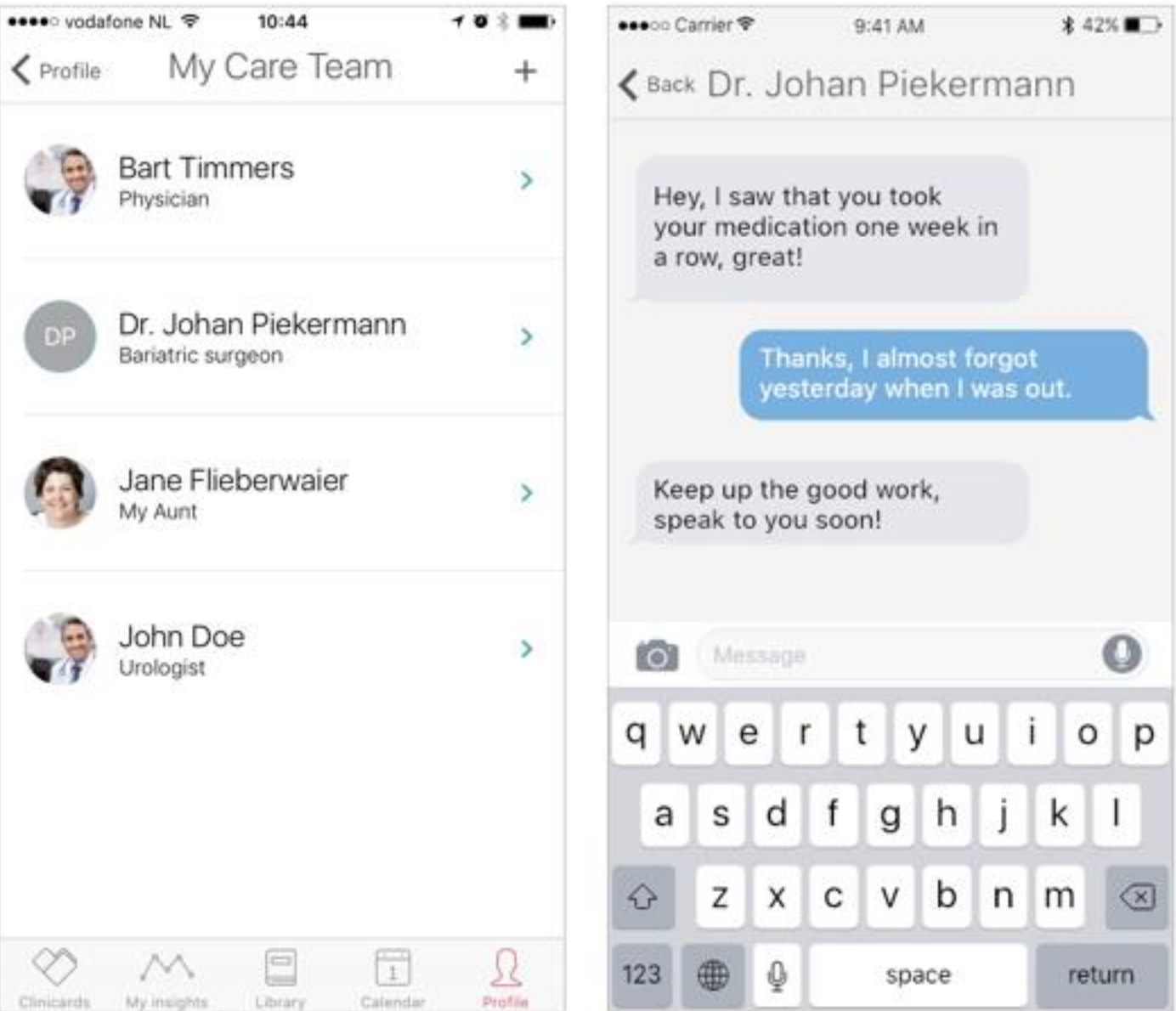
Personalized Patient Education



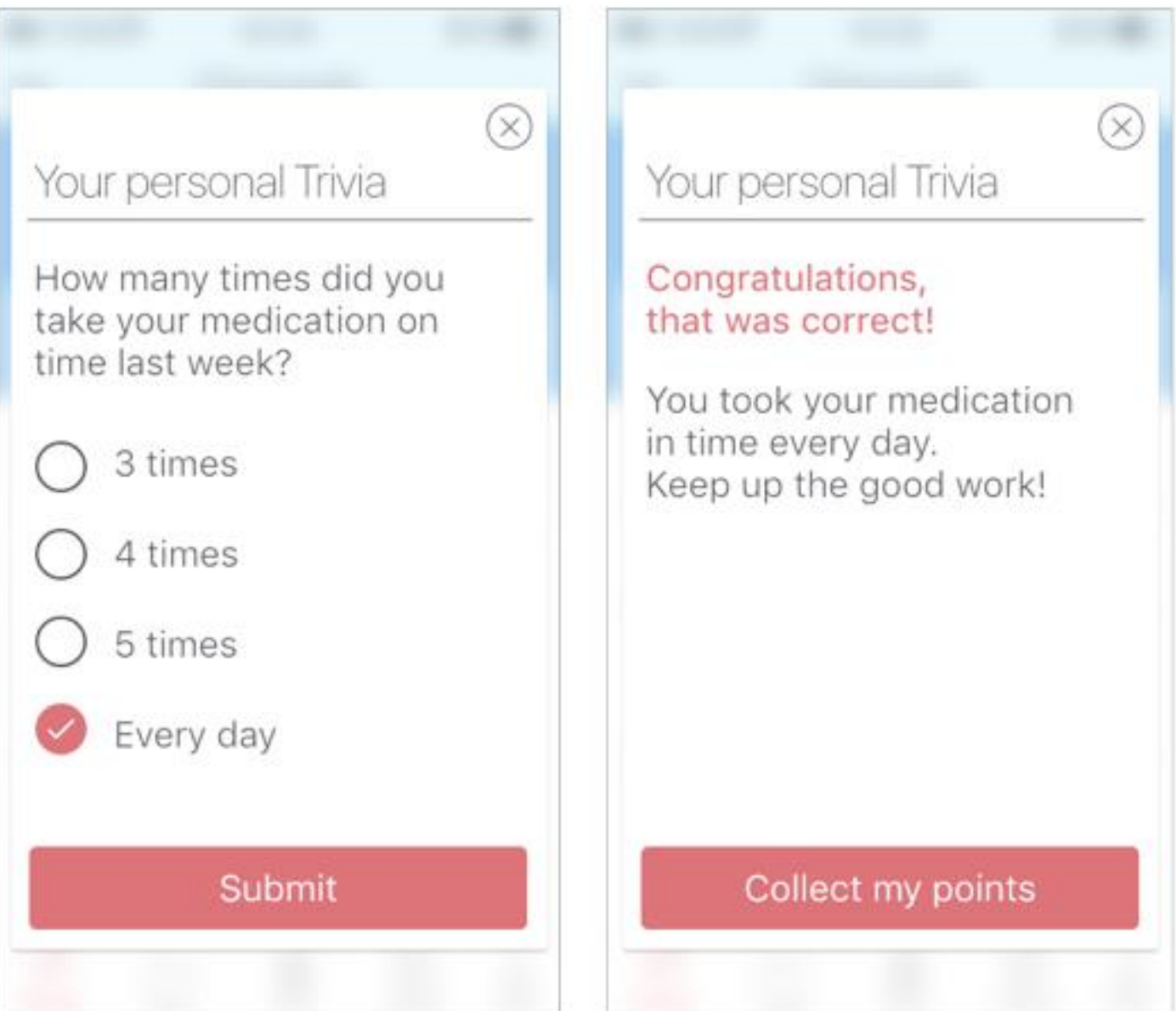
Data Visualization



Community Motivation



Gamification



Reminders





Patient Engagement is  
oude wijn in nieuwe zakken