

IQVIA Patient Centricity in Design

Engaging patients in protocol design can improve clinical outcomes

Evaluate design with the patients' perspective in mind

Clinical study protocols are becoming increasingly more complex and trial-specific patient populations are narrowing. Increased patient burden is impacting recruitment and retention while adding to existing diversity challenges. Higher patient burden has been correlated with a longer study start up time, higher number of protocol amendments and a higher screen failure rate. In fact, **62% of procedures / study design elements** could negatively impact willingness to participate in a clinical trial.¹

Protocols do not always align with the real-world patient disease. When patients are not engaged with during the study design process, trial performance outcomes can be greatly affected. In contrast, studies with input from patients result in more flexible protocols and more targeted designs — helping improve enrollment rates, decrease timelines and maximize retention.

Deliver meaningful insights

IQVIA Patient Centricity in Design is a tech-enabled service with a multidisciplinary team who applies data, analytics and expertise to evaluate study design through the eyes of the patient. It incorporates patient preferences and gives a view of each study participant as a person with specific requirements and expectations.

Patient Centricity in Design combines applied design analytics with discussions with patients, stakeholders and patient advocacy groups to deliver meaningful insights. These rapid insights can help sponsors evaluate and optimize design decisions for patient centricity at any point along the protocol design continuum.



Patient-centric design can lead to faster cycle times, lower budgets and fewer substantial amendments and protocol deviations

BENEFITS OF PATIENT-CENTRIC DESIGN TO SPONSORS²

Exceed planned timelines — resulting in up to 17% faster cycle times

Fewer substantial amendments — improving timelines and reducing costs

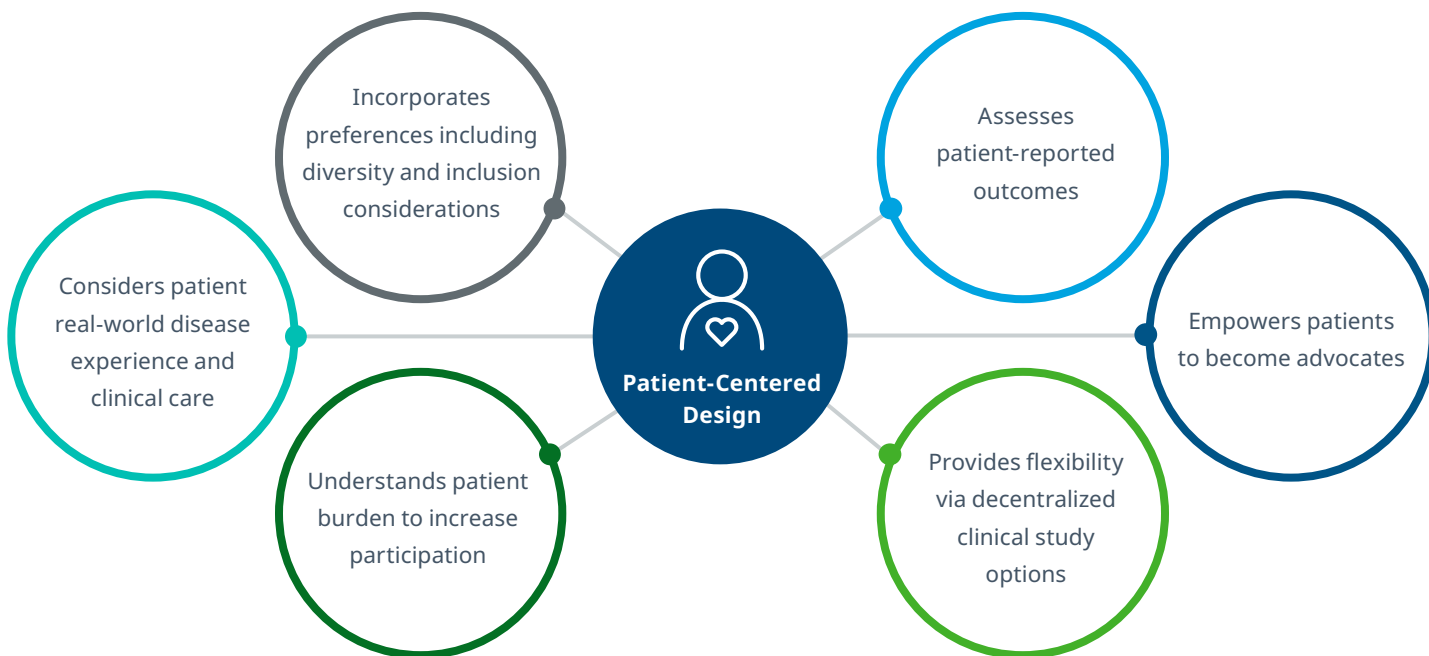
Fewer substantial protocol deviations — improving operational efficiency

BENEFITS OF PATIENT-CENTRIC DESIGN TO PATIENTS²

Empower patients to take an active role in the clinical development process

Improve patient experience by decreasing burden and strengthening patient outcomes

Combining data with the patient perspective gives a holistic view of their preferences



Design analytics that drive patient centricity

IQVIA Patient Centricity in Design offers a combination of analytical and strategic approaches to incorporate patient perspectives in study design. These services provide a holistic view into key areas patients and stakeholders consider impactful, including insights garnered from patient surveys, focus groups, social listening and other data that can be assessed to address your specific needs.

Analytics that inform and drive patient-centered decision making can include:

- Diversity-focused assessment of patient burden and benchmarking
- Analysis of patient preferences and their potential effect on trial attractiveness
- Evaluation of typical patient personas, journey and treatment experience

- Analysis of Clinical Outcome Assessment (COA) landscape and evaluated domains
- Analysis of real-world use of costly or burdensome procedures

These analytics identify barriers to patient recruitment and retention in study procedures and the visit schedule, helping you understand differences by race and ethnicity. We apply our expertise to navigate this wealth of data to tell a complete story about the patient perspective.

Engaging patients in protocol design could potentially lower planned budgets by 28%³

Apply patient perspectives and design analytics to gain operational efficiencies

At IQVIA, we know placing unnecessary burden on patients can impact recruitment and retention, resulting in study delays and protocol amendments. Applying design analytics that leverage patient perspectives early during study design can help you save time and avoid costly changes. In cases in which burden cannot be reduced, bringing the patient voice into protocol design allows for earlier identification of potential risks and time to develop more robust mitigation strategies.

Realizing the impact of design on your patient pool can help you improve your study plan and make better-informed decisions prior to execution. Including the patient perspective not only can improve timelines and reduce costs, it can also improve a patient's experience with your study.

IQVIA Connected Intelligence combines AI-powered analytics with our unmatched data and clinical trial expertise to help you develop more patient-friendly studies. Our team of experts across multiple disciplines is ready to help you mitigate risk and address protocol design challenges. Let's connect so we can hear more about your needs and see how our Patient Centricity in Design services could help you improve your clinical outcomes.

Partnering with IQVIA brings you:



Insights from IQVIA's unparalleled real-world data



Design analytics experts to extend your team's capabilities



Unmatched global network of diverse experts to inform recommendations

¹ IQVIA Design Analytics Team; Analysis of survey results of 1,700 US respondents on how design would impact willingness to participate in a study

² Applied Clinical Trials 2021; 30(9):10-12

³ TherInnovRegulSci. 2023; 57:1040-1049