## **Understanding Patient Centricity, Progress Made, and Barriers** Encountered: A Survey of Industry Professionals

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- Despite patient centricity being a point of discussion in pharma for years, patients have not been very satisfied with pharma's patient centricity efforts.<sup>1</sup>
- The industry does not have a common definition of patient centricity, and the parameters that help deliver patient value are still not clear.
- One solution to this is hyper-customization of pharma-generated content, e.g., patients can be shown how a treatment option fits into their individual lifestyle and needs.<sup>2</sup>

In this survey-based study, we aimed to gather opinions from industry professionals on



What patient centricity means to them and their organization

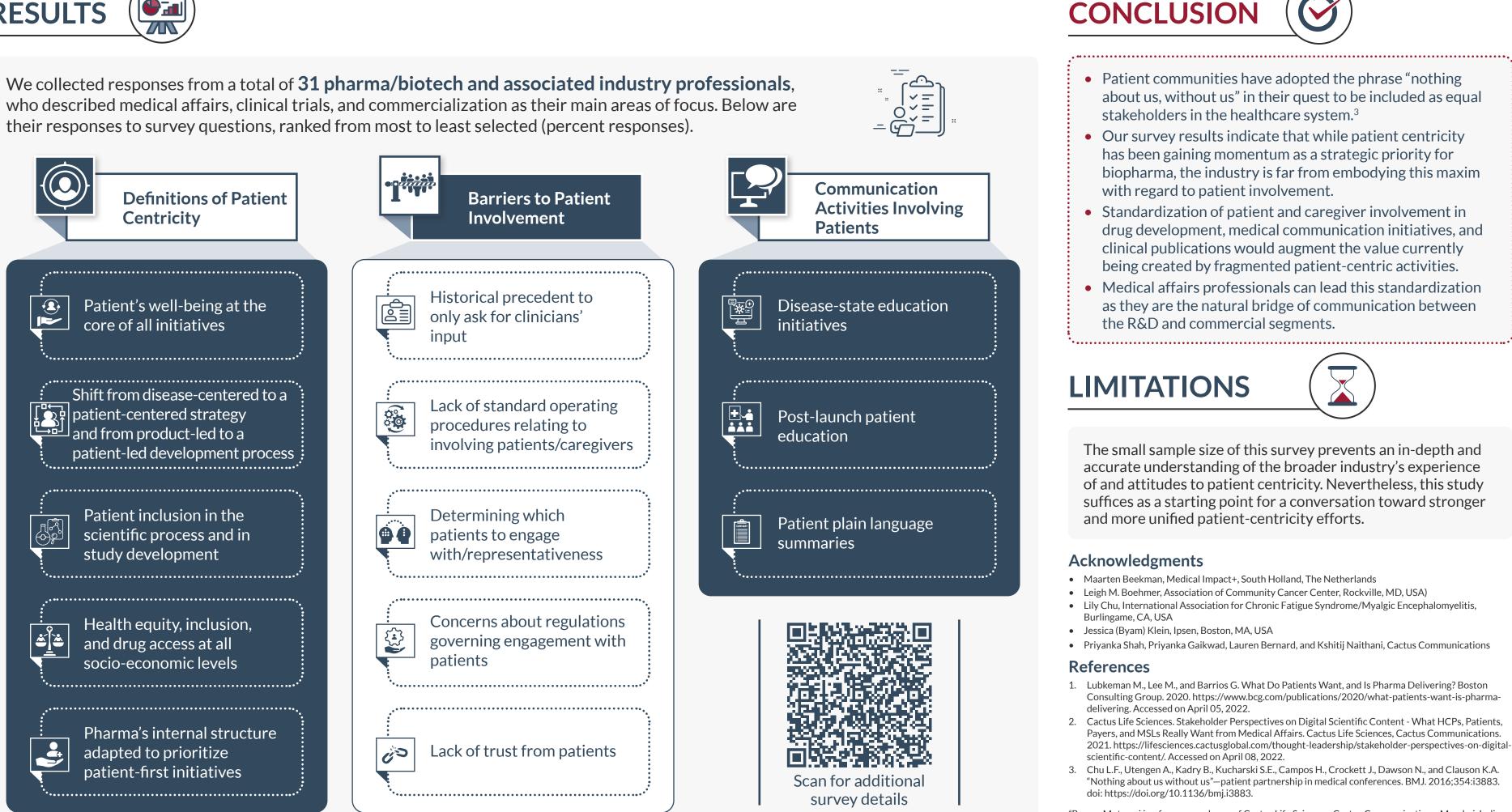
The current state of patient involvement in drug development and clinical research publication

The barriers to greater patient involvement



- Cactus Communications commissioned a survey of industry professionals. The pharma journal PM360 conducted this study in collaboration with Litchfield Research, an independent research firm based in Roswell, GA.
- The survey was distributed via emails to PM360 and Cactus Life Sciences subscribers, and online via newsletters and social media.
- Responses were collected from January 4 to February 25, 2022.





## Poster No. 34

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