

# Patient Voice in Pharmaceutical Company: The Case of Patient Committee in Brazil

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## Introduction

- Patients’ support and cooperation are necessary during treatment. The effectiveness of treatment and the quality of medical care can be improved though joint efforts by doctors and patients<sup>1</sup>
- A quality healthcare system is coproduced by patients, families and healthcare professionals working interdependently to cocreate and co-deliver care<sup>2</sup>
- The pharmaceutical industry is an essential player on this environment. Therefore, it is crucial in this discussion to improve patient care

## Objectives

- Patient-centered discussions have evolved in the last years, mainly focused on value-based healthcare and improving health outcomes worldwide and in Brazil
- Pharmaceutical companies, which play an essential role in the healthcare ecosystem, still have little direct contact with patients
- Therefore, the objective of this study is to evaluate the framework for creating a patient committee for a pharmaceutical industry in Brazil


## Materials and Methods

- This study was based on a framework discussion to create a patient committee in a pharmaceutical company in Brazil
- Twelve patients/caregivers of different diseases from all geographic regions of Brazil participated on a face-to-face meeting on June 2023 to discuss the role of the pharmaceutical industry on patient literacy, physician-patient relationship and communication
- Once the discussion was finalized, we captured the insights in a structured discussion guide, and the findings were summarized according to each pillar

## Results


- Patients described multidisciplinary treatment, information using entertainment and medical information / chart interoperability as the most important topics for pharmaceutical industry to consider (Figure 1), focusing on diversity as a key pillar of the discussion (Figure 2)
- In addition, the patient committee suggested that patients’ acting like protagonists and scientific empowerment as key for the improvement of patient journey, diagnosis, psychological and clinical outcomes
- As a result of the discussion, educative initiatives using omnichannel approaches, with special focus on patients, to be also broadcast at the company's Scientific Institute (Figure 3).

Figure 1 – Main pillars discussed in the committee discussion




**Multidisciplinary treatment**

- Lack of multiprofessional approach in patient journey was highlighted as an important barrier to holistic health delivery



**Medical Information with Entertainment**

- Invest in omnichannel approaches to boost medical information delivery to patients in an integrated and easy manner



**Chart Interoperability**

- Electronic medical records interoperability among public and private institutions to increase health management by the patient

Figure 2 – Main pillars of diversity inclusion in the discussion in pharma companies and patient committee

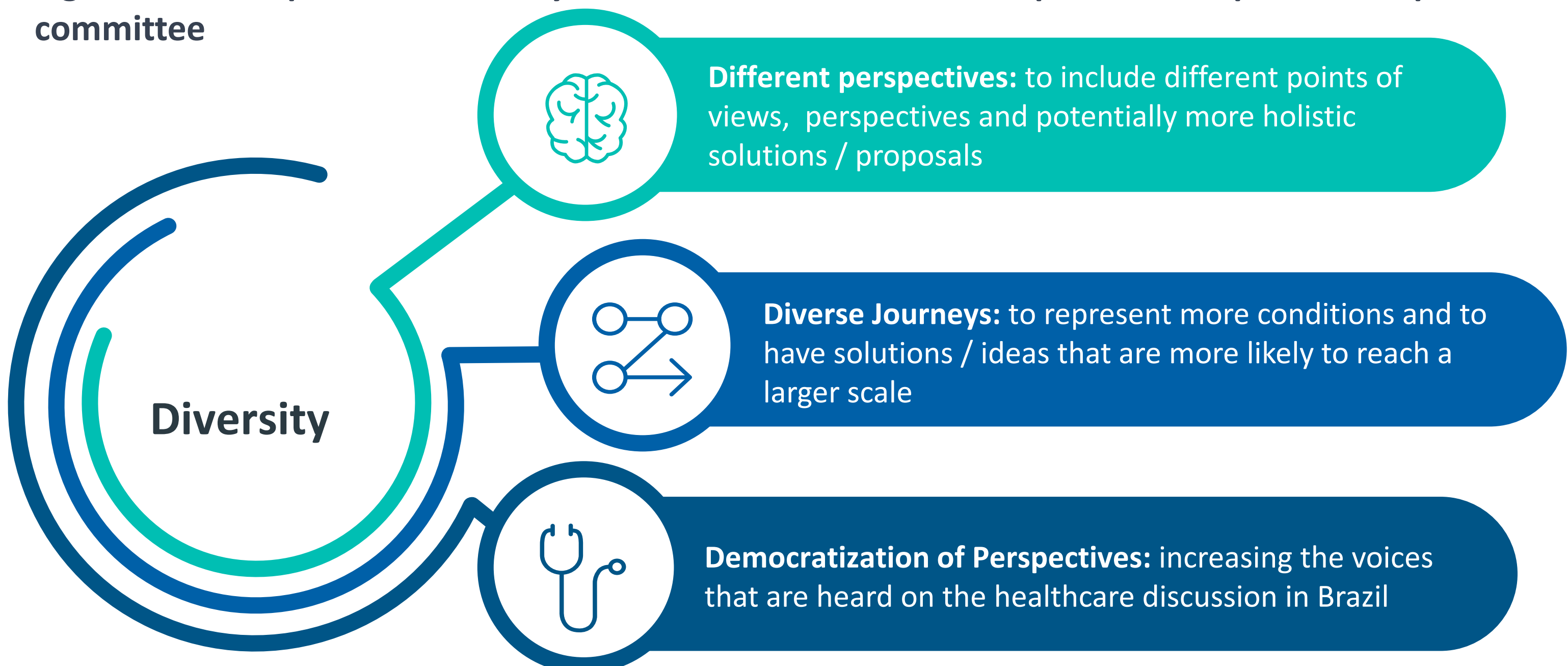


Figure 3 – Key outputs of the committee meeting

*Ideas anytime!  
No need to wait!*

*People that live with diseases are happy. It is not about romanticize the disease, but re-signify*

*Hope through the advance of science*



**BEM - VINDOS**

**1º conselho de pacientes**

**tempo é vida**

COGRUAR PARA UMA SAÚDE MELHOR!

E VIVENDO MAIS!

O PACIENTE EM PRIMEIRO LUGAR COM INOVAÇÃO!

TRANSFORMAR

RESQUISA

QUE ATENDE AS NECESSIDADES DO PACIENTE

ESPERANÇA! O QUE VÓCE ESPERA PARA OS PRÓXIMOS 70 ANOS?

SOMOS A MAIOR GERAÇÃO DE SOBREVIVENTES!

DIVERSIDADE

INFORMAÇÃO SALVA VIDAS

DE UM JEITO INTERESSANTE PARA CADA PESSOA

COMBATE A FALSA NÉCESSIDADE

DE UM JEITO INTERESSANTE PARA CADA PESSOA

ESPERANÇA! O QUE VÓCE ESPERA PARA OS PRÓXIMOS 70 ANOS?

*The patient committee is bold, it is innovative*

*The patient committee is the seed that we will reap fruits on the future*

## Conclusions

- To truly impact Brazil's health ecosystem and properly empower patients, the pharmaceutical industry must make active listening a top priority
- By fostering a climate of good communication and providing extensive health education, it is possible revolutionize patient journey and elevate the overall healthcare experience

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