

Assessing the Quality and Impact of Patient Engagement: Co-Creation of the Patient Engagement Impact Measurement (PEIM) Framework and Metrics



OP1

Elisabeth Oehrlein¹, Fay Weston^{2,3}, Trudie Lobban⁴, Beyza Klein⁵, Eleanor Perfetto⁶

¹Applied Patient Experience, LLC, Washington, DC, USA, ²Patient Author, London, UK, ³Avalere Health, London, UK, ⁴Patient and Public Representative/CEO Arrhythmia Alliance, Winchester, UK, ⁵Novartis Pharma AG, Basel, Switzerland, ⁶University of Maryland, Baltimore, MD, USA

BACKGROUND

- There are many opportunities for the authentic **voice of patients** and caregivers to inform R&D and regulatory decisions
- There is currently no standard approach to assess how **patient engagement (PE)** activities can generate the **greatest value for patients, healthcare systems, and industry**
- **OBJECTIVE:** to develop a patient engagement impact measurement (PEIM) framework to benchmark and monitor PE activity quality, outputs, outcomes, and impacts

METHODS

An advisory group of patient representatives and PE experts guided the co-creation of the PEIM framework

Review of current landscape of PE quality and impact evaluation

- Publicly available documents from R&D organizations
- Existing business structures and processes
- Exploratory literature review
- AI-powered web search and article analysis

Iterative framework co-creation with expert patients

Collaboration including 1:1 interviews, group meetings, individual review

Patient Advisory Council

Review evidence, Create, Discuss, Refine

Novartis cross-divisional working group

+ support from external consultancy

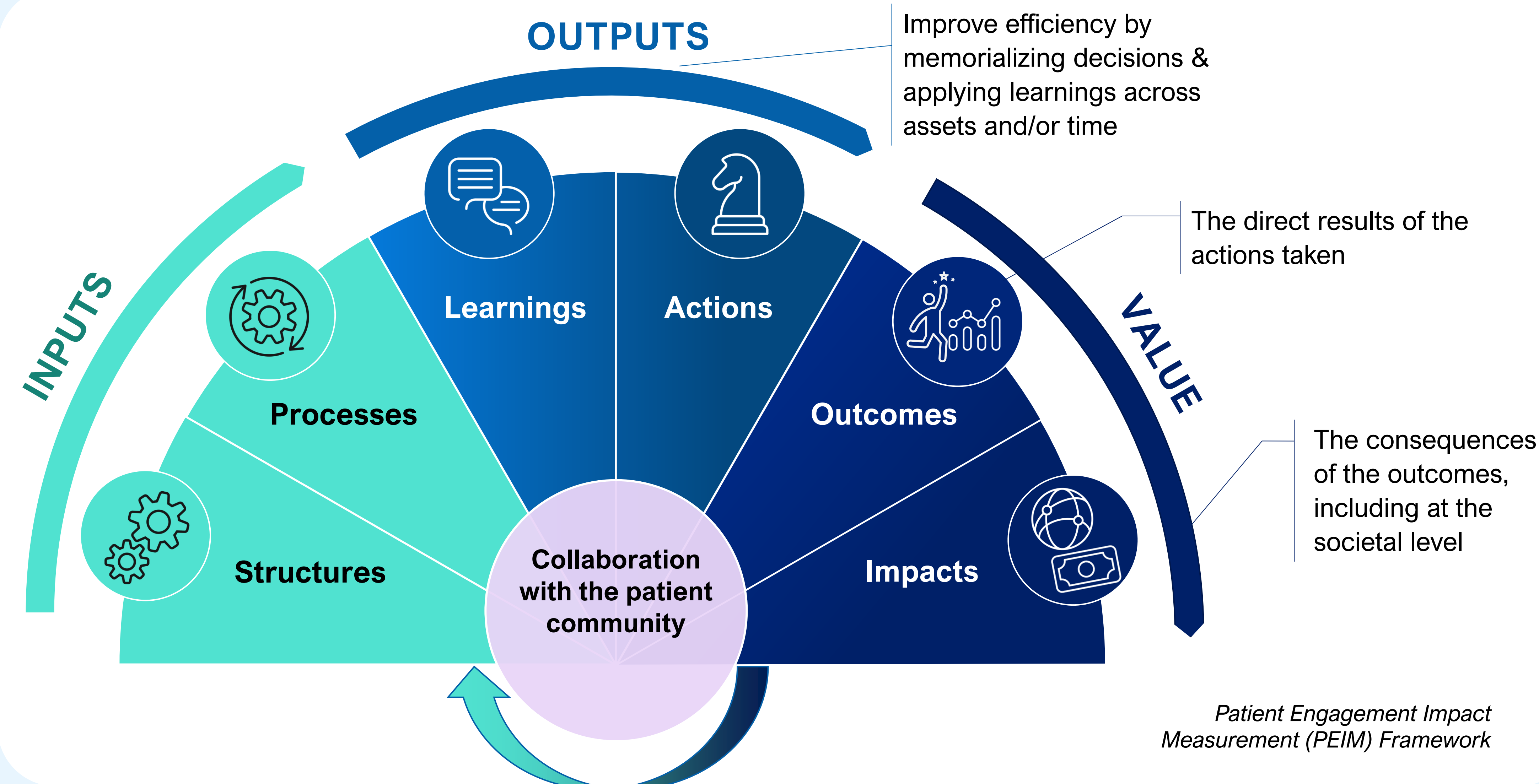
RESULTS

Qualitative data identified guiding themes, e.g.,

- Clarity in language, terminology
- Applications beyond randomized clinical trials
- Representativeness, diversity
- Structure, process, and outcome metrics
- Use of pragmatic and evolving metrics
- Varying stakeholder goals
- Product lifecycle considerations

A framework was developed, adapting principles of the Donabedian model for health systems quality assessment.¹

The PEIM Framework uses a logic model to measure the **INPUTS, OUTPUTS** and **VALUE** of PE

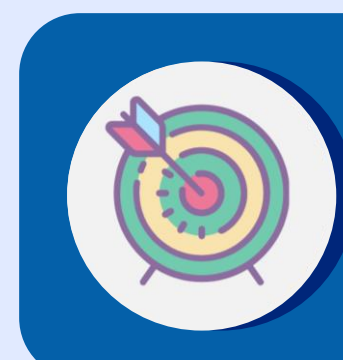


VALUE and Implications of Adopting the PEIM Framework

Instill a patient-focused mindset



Accelerate patient-centric research & access to new therapies



Expedite regulatory approvals



Drive equitable, sustainable, positive health outcomes



Clinical trials, medicines, and product labels reflect outcomes that matter to patients



Measure the impact of PE activities on:

- R&D innovation and efficiency
- Regulatory decision-making
- Health technology assessment
- Health system strengthening

Let's measure together...

- We are making the framework and metrics publicly available for others to **adapt, adopt, and evolve**
- Together, we can build a robust evidence base that **demonstrates the value of integrating patient engagement** into pharmaceutical decision-making