ISPEP Voice 2 Value Study | Clinical Research Study Design

Immersive experience translates patient voice to enhanced study designs

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Problem Statement

R&D teams in Pharma are often disconnected from patient experiences, compromising their ability to effectively consider patient needs/priorities in clinical trial design and delivery.

Objectives

The integration of patient voices was intended to:

1. Deepen the R&D team's understanding of patient needs and empathy to drive behavioural changes
2. Translate empathy into actionable insights to improve trial design, execution, and ultimately, patient experiences and outcomes
3. Create a consistent, scalable solution to deliver the same patient-centric experiences to all R&D professionals across different global locations

Methodology

The organisation partnered with A Life in a Day to design a bespoke, immersive, 72-hour experience based on real-life patient experiences, which allowed over 500 R&D employees to walk in the shoes of a patient living with asthma while navigating the challenges of a clinical trial.

The experience was followed by a series of interactive workshops to ensure that the learning was embedded and translated into tangible, patient-focused actions.

Results (Outcomes and Impact)

Key Metrics:

- 100% of participants reported that the learning experience helped them view clinical trials from new perspectives.
- 100% agreed that the experience increased their empathy for clinical trial participants.
- 100% felt more motivated to integrate patient-centric considerations into their roles.
- 100% agreed that the initiative would foster a more patient-centric culture within the organisation.

Key Behavioural Changes:

- Re-evaluating clinical trial outcome assessments to reduce the burden on participants, offering more flexible schedules for patient-reported outcomes and eliminating redundant measures. These changes not only made trials more patient-friendly but also improved data quality and participant retention.
- Introducing storytelling and patient anecdotes into daily meetings to ensure that patient needs remained top of mind.

Triple Win

- **For Patients:** The redesigned clinical trials became more patient-friendly, leading to better experiences for participants.
- **For Business:** Enhancements to clinical trial processes, including improved potential patient retention and compliance, resulting in richer data and cost efficiencies.
- **For Society:** Patient-focused trial designs accelerate the drug development process, resulting in treatments getting to market faster.

Return on Investment

- 36% increase in the understanding of the impact of clinical trials on patients
- Reduced cost of clinical trial processes
- Richer data from trial participants

Lessons Learned

- **Adaptability:** The partnership underscored the importance of adapting existing formats to meet the unique needs of clinical trials, such as extending the experience duration from 24 hours to 72.
- **Collaboration:** It was pivotal to work closely with the R&D senior leadership team to secure the commitment of the teams to participate and implement the learnings into their day-to-day operations.

Looking Ahead

This experience can be scaled and replicated in other areas within healthcare to amplify the patient voice.

Possible follow-on activities could include the following:

- Roll out similar activities with other business functions and therapeutic areas
- Collaborate with patient advisors to optimise resulting changes to trial designs
- Capture and report on the impact of trial changes for patients
- Translate successful trial design changes across to other indications

It's important for organisations to continue to find innovative ways to keep patient experiences front and centre so they meet evolving regulatory expectations for patient-focused drug development.

Conclusion

The 'A Life in a Day' experience was instrumental in enhancing empathy and understanding of the patient experience of clinical trial participation, resulting in behaviour change among pharmaceutical professionals and tangible improvements to clinical trial design.