



SESSION 4:

PATIENT ENGAGEMENT IS EVERYBODY'S RESPONSIBILITY. HOW TO BEST REACH BEYOND THE EASY TARGETS?

(online session)

Description

Antoine de Saint-Exupéry once said that 'If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.' Isn't easy to expand this quote to the patient engagement ecosystem? More pragmatically, this session will address the 'how to go beyond the easy targets when it comes to patient engagement in medicines R&D?'. It is everybody's responsibility, let's make it more concrete together.

Objectives

- To learn from each other why it is so difficult to make patient engagement a clear commitment by everyone
- To learn some communication tips and tricks to reach beyond the obvious targets / non-typical audiences such as patient engagement and advocacy within biopharmaceutical companies, patient engagement managers within patient organisations to engage broader
- To hear some good examples on how people have engaged with non early adopters of existing pre-competitive tools