



METRICS TO DETERMINE THE SHARED VALUE OF PATIENT ENGAGEMENT

VU-Athena, MSD and EURORDIS - Rare Diseases Europe

Objectives

- To show participants how to monitor and evaluate (their own) PE activities: what are relevant and feasible metrics?
- To show participants practical examples of determined value of patient engagement.
- To discuss the feasibility, strengths and weaknesses of the developed framework and the menu of metrics for Monitoring and Evaluation.

Session

1) Opening presentations

We start with a general presentation as means of introducing the WP3 M&E framework including the menu of metrics. Based on this we introduce three examples of Patient Engagement in the medicines life cycle to show tangible result of how the framework can be applied, and what it yields. These cases report on how they evaluated their activities, by means of what metrics, and what worked and did not work in evaluating.

2) Interactive session

We discuss questions from the room, using interactive tools like Mentimeter. We discuss questions like 'Which of these metrics are the best/appropriate?', 'What would work?', 'What practical barriers do you experience in determining shared value?', 'What metrics did you miss?', 'Which issues should we discuss further?'.

3) Interactive panel and wrap-up

The presenters discuss in a panel the differences and similarities between the examples, what we just learned from the audience, and how to proceed with evaluating PE