# Patient Insights Program

In the consumer world, the end user is always a key contributor to the design and development of new products and services. Shoes aren't released until they are placed on a human foot; earbuds don't come out until playlists are melodious to human ears; and the newest frappuccino doesn't hit stores until coffee aficionados proclaim its deliciousness. Yet, clinical trials are launched every day without input from those who matter the most - patients who are necessary to enroll and provide valuable data to prove safety and efficacy.

Through the Patient Insights Program, Medidata became the first in the industry to ensure that all patient-facing technologies and solutions involved patients. The Patient Insights Board (PIB) is a collection of diverse patient experts who consult with Medidata on product and protocol design and development to improve the patient experience. As part of the Patient Insights program, the team contributes to the full software development life cycle for myMedidata and other Patient Cloud applications. The PIB injects direct patient feedback into the design of our software, provides targeted feedback during prototyping and development, and certifies applications upon release. In addition, its input is used to help shape the product roadmap and future enhancements and functionality.
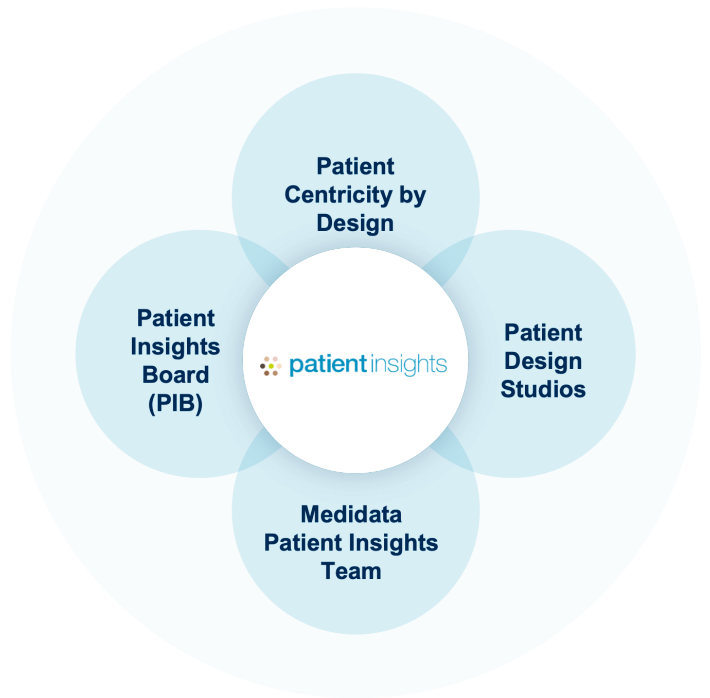
Now, we are offering sponsors and CROs access to our award winning Patient Centricity by Design process to help guide the creation of protocols and patient-facing solutions to improve clinical trial experiences.

Patient Centricity by Design

Patient Insights Board (PIB)

patient insights

Patient Design Studios

Medidata Patient Insights Team

Benefits of the Patient Insights Program

Patient

- Optimized clinical trial experiences
- Improved patient-facing solutions for clinical research participants
- Lower patient burden

Sponsors / CROs

- More patient-centric protocols and patient-facing solutions
- Turnkey solution (no need to source patients or workshop facilitators)
- Better trial data through better designed software

Sites

- Improved patient retention rates due to better patient experiences
- Lower execution burden through optimized trial design
- Improved patient understanding and health literacy

Features of the Patient Insights Program

Patient Insights Team

The Patient Insights team ensures that the patient voice is infused into Medidata's software development life cycle, all of Medidata's patient-facing technologies, and now sponsor and CRO protocols and solutions. The Patient Insights team is lead by Alicia Staley, a three time cancer survivor and clinical trial participant with over 20 years of industry experience.

Patient Insights Board

A team of diverse patient experts across numerous therapeutic areas and medical journeys who provide Medidata and its partners with input, insights, and feedback on the patient experience for our products and initiatives.

Patient Centricity by Design

Built for patients, by patients. Patient Centricity by Design is the award winning framework the Patient Cloud team uses to make patient insights actionable elements in product development.

Patient Design Studios

Service offering that delivers a defined set of work products (i.e., synthesized insights, final reports, etc.). Design Studios can be multi-day face-to-face sessions, or single day virtualized workshops that incorporate the same methodology.

"For industry to set up good interactions, must be beneficial to them AND patients."
Ella
Cystic Fibrosis Patient

"...it feels as if we've been invited not only to have a seat at the table, but to help prepare the meal."
Linnea Olson
Lung Cancer Patient

"Patient engagement pre-trial is what patients deserve, it sets the stage for a more positive patient experience throughout the trial, and benefits everyone."
Dave
Lung Cancer Patient

The Medidata Advantage

The Patient Insights Board is a diverse group of patient advocates representing a wide range of clinical trial experiences, world-wide. The Board's knowledge expands past their expertise in respective therapeutic areas with a full understanding of what goes into the actual development of a product. This drives better insights into product roadmaps and solutions development. Using the Patient Centricity by Design methodology, the Medidata Patient Insights team has run over 20 design studios to provide feedback and insights into Medidata's products.