

The Science & Art of Patient-Engaged Trial Design

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Defining Patient-Engaged



Patient Roles Across Clinical Research

De-risking Market

Set Agenda

Define Pt. Population

Focusing the Portfolio

Clarify Need

Identify Barriers

Refining the Protocol

Patient Burden Index

Meaningful Consent

Patient Roles Across Clinical Research

Targeting
Recruitment

Social
Media

Peer
Support

Aligning with
Regulators

PROMs

PFDD

Collecting
RWE

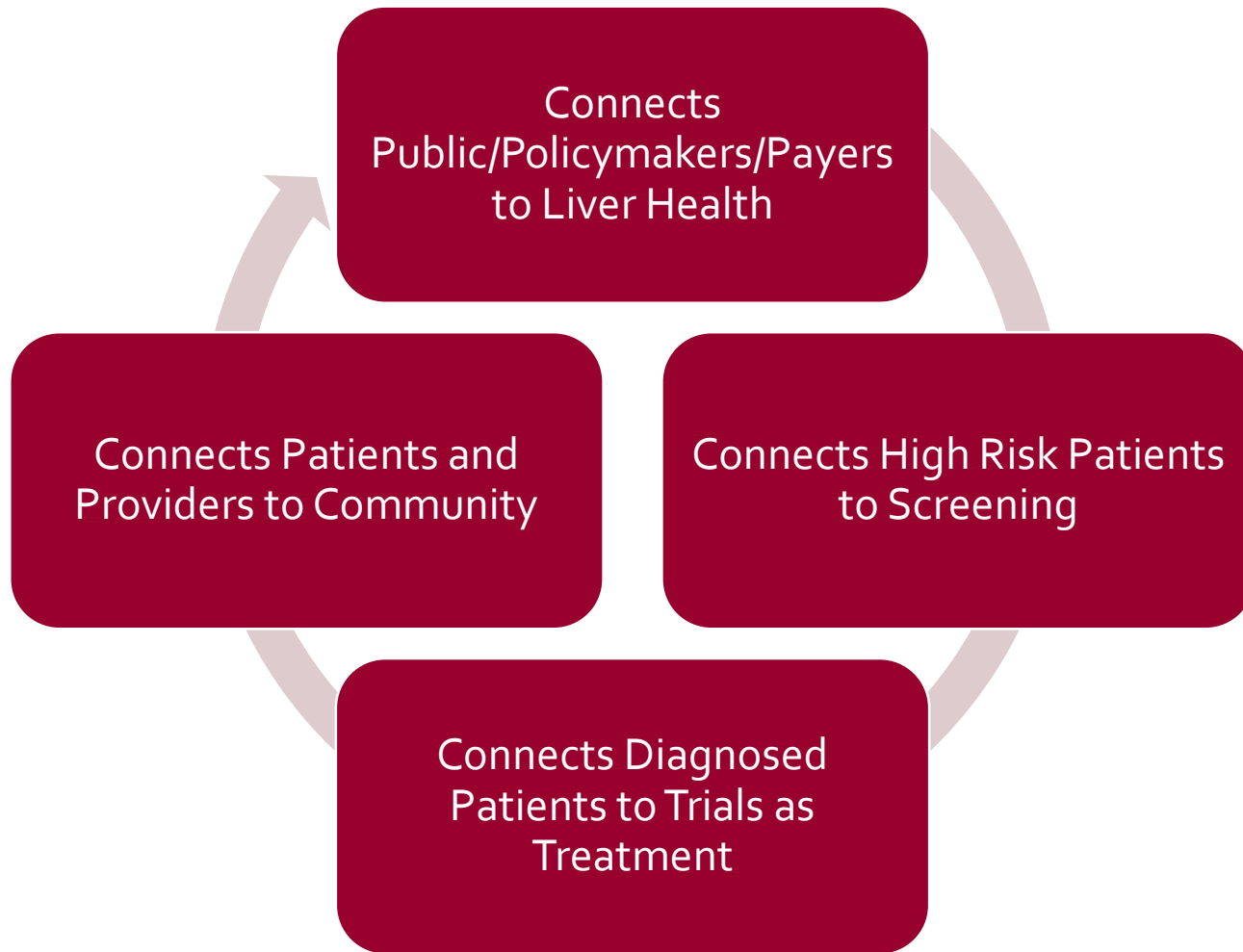
Data

Value

Characteristics of Patient-Engaged Trials

- Matches scientific opportunity, patient-defined needs, and regulatory endpoints
- Resonant messages consistent across trials
- Credible ambassadors reinforcing messages
- Introduced at points of optimal receptivity in patient journey(s)
- Includes diverse populations (age, ethnicity, gender, disease stage)
- Minimizes number of visits, maximizes value of visits
- Flexible in time, supports transportation and needs of participants
- Establishes feedback loop for amendments/improvements
- Provides options for patients not enrolled in trials
- Sets the stage for additional research

Patient-Engaged NASH Research



Thank You

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