

## **ICPM 2018**

### **Workshop 4**

#### **Patient Centered Medicines Development (Round Table)**

##### **Topics:**

- **Patient-centered vs patient engagement**
- **Making clinical research an attractive element of routine healthcare**
- **Strategies for patient engagement implementation**
- **Critical factors for success**

##### **Chairs:**

- **Klingmann, Ingrid (EUPATI, EU)**
- **Yamano, Yoshihisa (St Marianna University, Japan)**

##### **Panellists:**

- **Klingmann, Ingrid (EUPATI, EU)**
- **Koski, Greg (ACRES, US)**
- **Kuroda, Taruho (Bayer, Japan)**
- **Miki, Satoshi (UCB, Japan)**
- **Oda, Yuriko (PADM, Japan)**
- **Vandenbroucke, Pol (Pfizer, US)**
- **Warner, Kay (GSK, UK)**

##### **Objectives:**

**This workshop will provide an opportunity to better understand the patient-centricity strategies pursued in different regions and by different organisations as well as the status of their implementation in pharma companies' way to develop new treatments or manage their lifecycle.**

##### **Learning Outcomes:**

**The participants will be able to;**

- **evaluate the need of more effective patient involvement to ensure that patient needs and priorities are identified and met**
- **appreciate the value of making clinical trials an element of better healthcare**
- **discuss what it requires to integrate patients' advice into their processes, which difficulties they encounter and which tools they have to overcome**

**the issues**

- **learn in how far this new paradigm is changing the daily life of clinical medicines development**