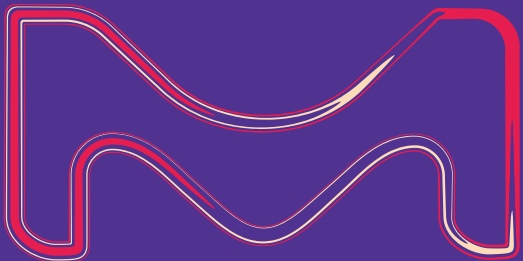


Oncology DrUg Development and Patient Advisory Board Meetings

**CDDF MULTI - STAKEHOLDER WORKSHOP
Involving Patients in Oncology Drug Development**

Dr. Tanja Keiper, Clinical Applications & Innovation



MERCK

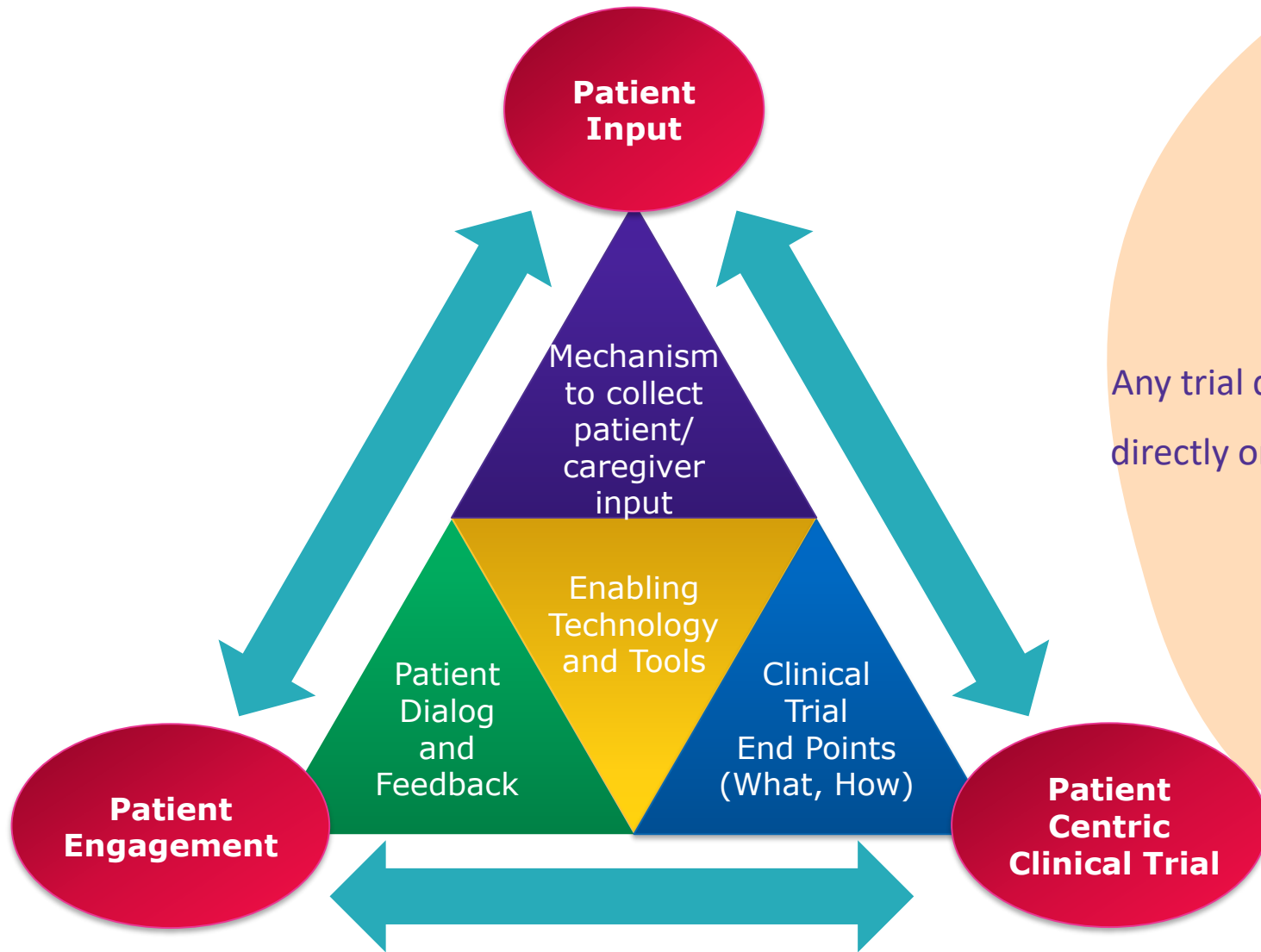
The Voice of the Patient in Clinical Trials



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www.mmgct.com

What is Patient Centricity

- 1 Take the time to listen to the patient
- 2 Understand the patients' needs
- 3 Identify best ways to reflect the patient's needs in clinical development and clinical trials



Patient Centricity in Drug Development

Any trial design improvement, new technology, service that either directly or indirectly has a positive impact in the experience of the patient who has volunteered to participate in Merck clinical trials

PAB CONDUCT

- **Patients and Caregivers provide feedback**
- **Conducted Focus Group Style at neutral venue**
- **Moderated by independent 3rd Party**
- **Patients/Participants are invited by Patient Organisation**



Source, Verdana, 8 pt

CDDF MULTI - STAKEHOLDER WORKSHOP - Involving Patients in Oncology Drug Development

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PABs and Lessons Learned

General Feedback

- 1 Awareness of / interest in joining clinical trials
- 2 Access to information about clinical trials
- 3 Level of understanding clinical trials processes incl. patients rights

- Logistics: travel arrangements, reimbursement, time management on site
- Assessments: biopsies, clinical trial home services
- Documents: ICFs, information material, brochures, patient diaries

Program/ Trial
specific feedback

- Technology: increased use of apps and web based information
- Study Drug: access to investigational product, application of study drug

Program/ Trial
specific feedback

Regional differences

To assure that cultural nuances and regional differences are reflected, Merck Healthcare KGaA is aiming to conduct PABs on a global scale

