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CONFERENCE 2021

08 - 10 February 2021
Virtual Conference

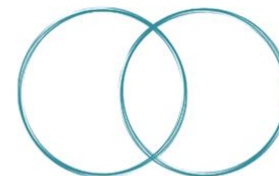
Current and future challenges
of innovative oncology drug
development



THE ROLE OF PATIENTS IN DRUG DEVELOPMENT AND INNOVATION - FROM PATIENT INVOLVEMENT TO PATIENT PARTNERSHIPS

sabrina hanna
the cancer collaborative

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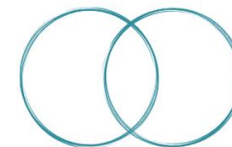
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patient involvement has often been acknowledged as an important aspect of the lifecycle of medicines however, understanding among a wide variety of healthcare stakeholders is lacking



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MOVING TOWARDS PATIENT CENTRICITY

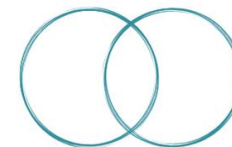
patient involvement. consultation with patients without impact on the outcomes

patient engagement. the act of involving patients and caregivers in decision making, design, planning, delivery and evaluation of health services. when patients are actively engaged, they can become informed decision makers in their own care and help improve the overall health care system.¹

patient partnerships - partnerships in medicines research and development, regulatory review, and market access decisions.
working with patients towards the same/shared objectives - part of setting the agenda

patient centricity - the recognition of the needs of an individual patient or distinct patient populations and their specific needs as the focal point in the overall design of a medicine including the targeted patients' physiological, physical, psychological, and social characteristics

1. a guide to patient engagement BC patient safety and quality council
2. FDA



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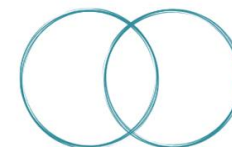
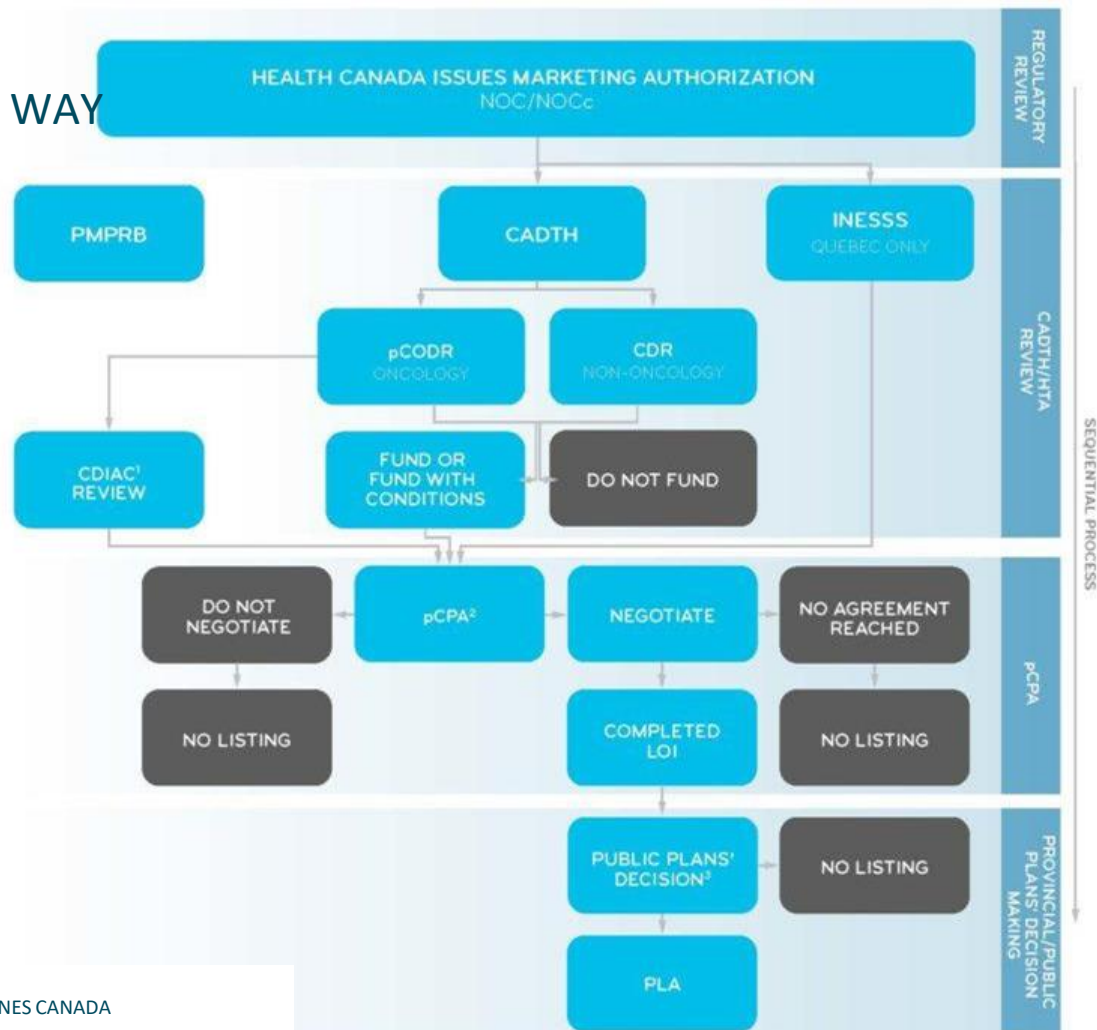
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THE ROLE OF THE PATIENT

1. fulfill an unmet medical need
2. improve the relevance and quality of health research
3. create better treatment options
4. improve quality of life [QoL]
5. ROI/successful trials
6. faster drug approval processes
7. ensure alignment with policy and patient values
8. assist in the development of economic models and their interpretation.
9. advocate for equity and promote affordable access to healthcare
10. educate

THE CANADIAN WAY





BARRIERS TO PATIENT CENTRICITY

1. how to involve patients
2. who to involve
3. patient knowledge
4. conflict of interest / credibility
5. lack of framework/leadership



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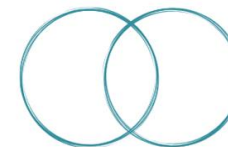
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OVERCOMING BARRIERS

1. leadership
2. collaboration
3. embracing innovation and disruption
4. education
5. transparency
6. technology
7. culture change



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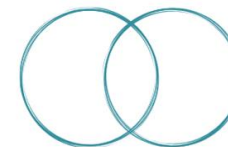
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LEADERSHIP

where is leadership going to come from



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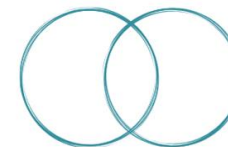
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COLLABORATION

co-create. co-build. co-design. co-manage. co-llaborate.

#STRONGERTOGETHER



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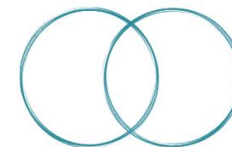
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EMBRACING INNOVATION AND DISRUPTION

to achieve patient satisfaction and strong health outcomes, players in the health care ecosystems should prepare for disruption and innovation.



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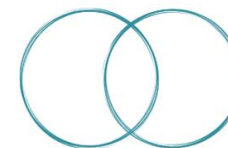
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EDUCATION

patient education is pivotal to ensure successful patient partnerships



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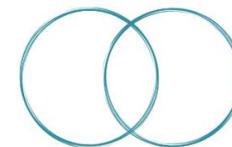
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TECHNOLOGY

engaging patients through technology is helping to transform patient care and deliver better clinical outcomes while addressing unmet patient needs.



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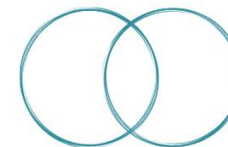
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TRANSPARENCY

how patient input will be used in the development and decision processes



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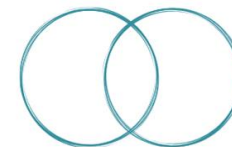
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CULTURE CHANGE

can we embrace and adopt a wide range of patient centered opportunities and approaches to meet the changing environment



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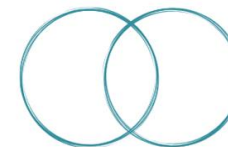
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CANADIAN CLINICAL TRIALS TRANSFORMATION INITIATIVE [C-CTTI].

*a model to guide patient integration into all phases of
cancer research and development in canada*



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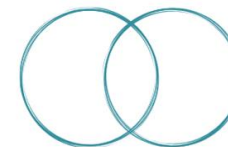
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LESSONS LEARNED FROM COVID19

*it is a time of great innovation within health care, with
many lessons to learn*



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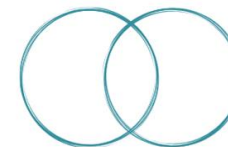
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THE FUTURE OF DRUG DEVELOPMENT

the patient voice is becoming louder, more educated and influential and this dimension will need to be included into the entire value chain of drug development



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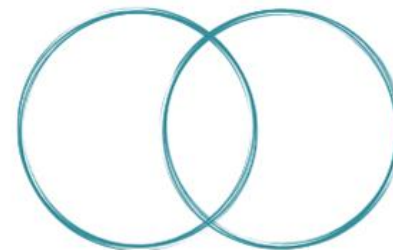
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THANK YOU

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