

Precision's Stakeholder Insights

Using a multi-disciplinary, mixed methods approach to evidence generation, PRECISIONheor has an established track record of quantifying the value of treatment and communicating insights capturing the perspectives of key stakeholders.

Shifting the Treatment Landscape



Regulatory agencies and payer influencers are increasingly interested in patient preference data associated with drugs and devices, and encourage sponsors to include the patient perspective.



Evidence demonstrating patient-centered outcomes (PCOs) and patient-reported outcomes (PROs) are now an integral component of the drug review and approval process.



Life science companies are investing in patient-centered research through dedicated patient engagement research divisions and patient advocacy liaison offices to integrate the patient and caregiver voice throughout the product lifecycle.

Demonstrating Value of Therapeutic Innovations with Real-World Insights and Evidence Generation

1

IMPROVE PATIENT OUTCOMES

through differentiation of client products based on dimensions or attributes that are not only clinical trial endpoints, but also quantify the true value of treatment and identify novel sources of value.

2

DRIVE VALUE

by generating evidence that reveals and quantifies the value of an intervention to multiple stakeholders, including patients, caregivers, providers, and payers. Identify heterogeneity in stakeholder preferences and treatment decision making.

3

TARGET APPROPRIATE INTERVENTIONS

by identifying savings from replacement of less effective and/or more expensive treatments, as well as encourages better matching of patients with treatments.

Understanding the Perspectives of Multiple Stakeholders in the Healthcare Ecosystem

PATIENTS AND CAREGIVERS

Identifying, describing, and quantifying the interventions most meaningful and impactful to patients and their caregivers

PROVIDERS AND PROVIDER ORGANIZATIONS

Eliciting provider perspectives on patient-centered approaches to an intervention's efficacy and effectiveness, and its impact on care delivery, the patient, and clinical practice

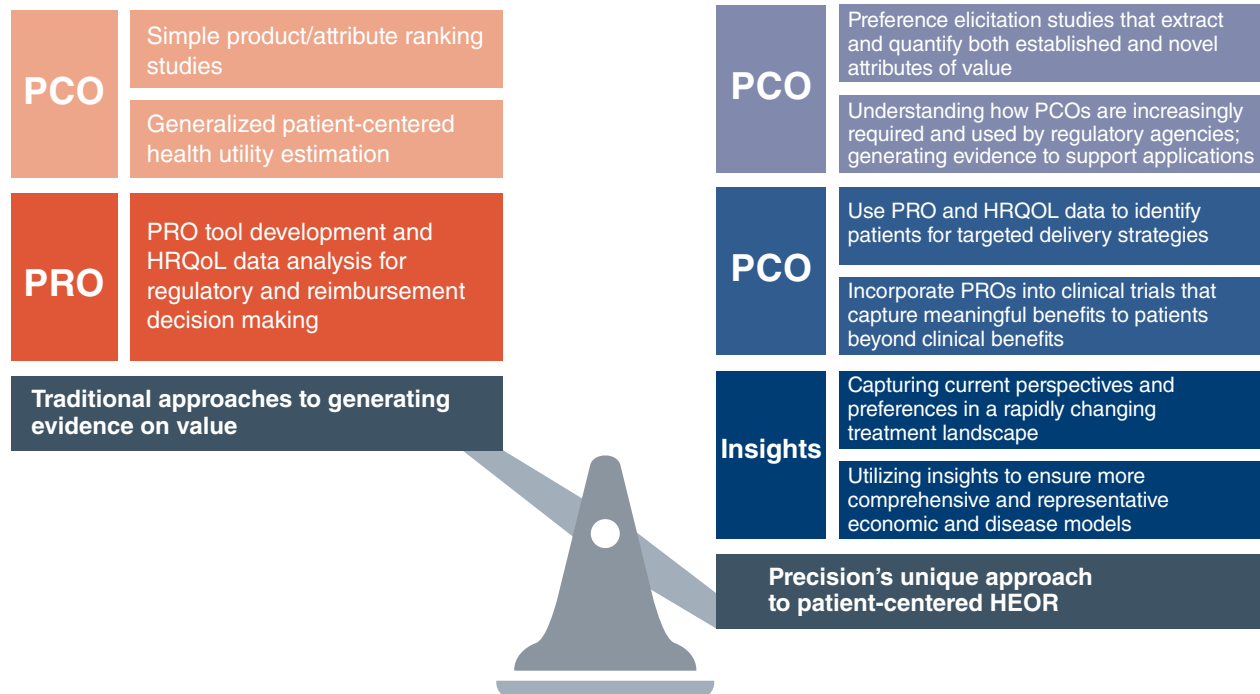
PAYERS & PAYER INFLUENCERS

Understanding how payers and payer influencers perceive patient and provider treatment preference information, patient-centered outcomes, and patient-reported outcomes, and incorporate each into decision making

POLICYMAKERS & REGULATORS

Capturing policy and regulatory agency insights on decisions that affect patients and patient care delivery through value assessment and regulatory approvals

Offering a Holistic Approach to Understanding Stakeholder Perspectives



HRQoL, healthcare-related quality of life

To learn more about PRECISIONheor, visit www.precisionheor.com.

PRECISIONheor
a precision value & health team