Helis Academy

During the course on patient centricity in clinical studies you will learn about the role of patients and how patient centricity translates into the clinical development of medicines, diagnostics and medical devices. You will also learn more about engaging and recruiting patients for clinical studies.

Clinical development is an important domain of health care. It is one step in the process of bringing new medicines or treatments to the market. It is based on non-clinical research (in microorganisms/animals) and refers to the clinical studies conducted in humans that consist of several phases. Clinical studies investigate and confirm the safety and efficacy of new drugs, diagnostics and medical devices before they are marketed.

Patient centricity in clinical trials course

The culture of clinical development is evolving from one directed by researchers to one driven by patient needs and perspectives. Patients are no longer seen as mere subjects who generate data but as informed collaborators whose participation is vital for the overall success of clinical trials. Patient-oriented clinical development is increasingly becoming the model that the industry follows. Patient centricity means designing a clinical trial around the patient. Clinical trials often struggle with both patient enrolment and retention. Creating a patient-centric solution involves getting feedback from patients themselves and making decisions based on their needs and perspectives. Identifying and addressing unmet patient needs has become a key goal in clinical research. Patient-centric approaches to clinical trials are harnessed to achieve this goal.

But what does it mean to be patient centric, practically speaking? What tactics are leading pharma companies employing to make patient centricity a reality in their trials? What does patient centricity mean for your role? And what does it mean from a patient perspective? This course is intended to provide an answer to these questions through lectures, testimonies and a panel discussion. You will learn how the biopharmaceutical industry collaborates with patient organizations in the clinical development of new medicines, diagnostics and medical devices. From contributing to the design of a clinical trial and

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improving the readability of the informed consent to providing valuable advice in making patient recruitment and retention more efficient. You will also learn how patient organizations help to communicate the existence of a clinical study within the group of interested patients.