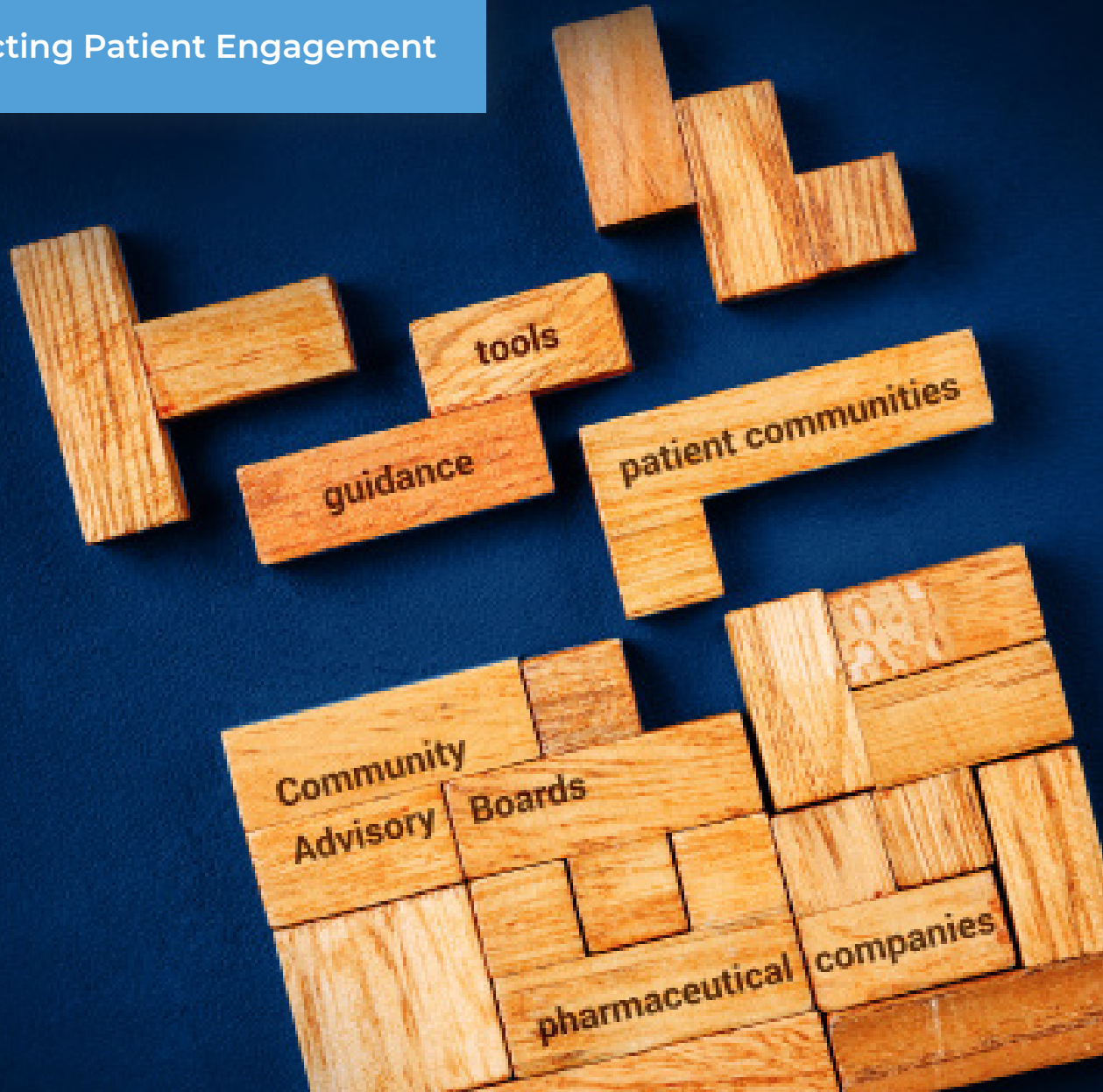




Conducting Patient Engagement



Community Advisory Boards

Tool 6: Value-adding factors of a CAB from a pharmaceutical company perspective

Introduction to the CAB toolkit

Value-adding factors of a CAB from a pharmaceutical company perspective

CABs are an opportunity to engage with the patient community. They are distinct from other forms of engagement. They do not replace the existing ways of engagement such as round tables or industry-led advisory boards. Community Advisory Boards should be considered as a long-term collaboration. They provide an opportunity for parties involved to get insights, deepen understanding and increase collaboration over time. CAB members work with several companies and have experience and skills in working with industry under confidentiality. The bullet points below highlight the benefits of CABs and can support decision making:

A patient-community driven agenda

- Gives an indication of what is important to the patient community and helps gain a deeper understanding of their perspective, needs, concerns and ideas.
- Allows for topics to be brought to the table that might not have been on a pharmaceutical company's agenda.
- Allows the company to understand what drives the community, how perspectives change or evolve.

A pharmaceutical company has the opportunity to suggest additional topics for the agenda

- Which are of mutual interest and have been agreed with the CAB
- Which can help to increase the understanding of the patient community of industry's perspective with regard to medicines development and the company's work in the field.

Outcome

- A better and deeper understanding of the patients' environment, unmet needs and preferences will ultimately help industry to take better decisions which lead to shape long-term programmes and strategies and thus improve patient outcomes.
- An empowered and knowledgeable patient community will further enhance the development of a health care system where patient needs and preferences are central, through an improved close collaboration of all stakeholders, such as industry, regulators and patient organizations. CABs allow access to additional knowledge and capacity building and are therefore a long-term tool to empower patients and their representatives.
- A long-term relation, which will improve the patient-industry collaboration to develop innovative and safe therapeutic solutions with clear benefits for the users.