



FROM LAB TO LAUNCH: Elevating Patient Voices Throughout the Product Journey

MODERATOR



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THE PANEL



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This session focused on how embedding patient voices early and often can transform the therapeutic product lifecycle. Panelists included both pharmaceutical industry leaders and patient advocates alike and explored what it means to genuinely partner with patients across R&D, clinical development, commercialization, and beyond. The conversation was rooted in the principle that involving patients is not just a regulatory checkbox, but a meaningful and strategic imperative that can enhance outcomes across the board.

Involving patients is not the same as partnering with them. Panelists emphasized that patients should not be treated as one-off consultants but as long-term strategic collaborators. Acella detailed how their dedicated patient partnership division supports initiatives from proof-of-concept to market launch.

The panel addressed regulatory nuances, such as ABPI guidelines, and explained how organizations can still maintain compliant, meaningful engagement with patients through standard operating procedures and internal training. Panelists also explored the internal handoffs that often derail patient engagement, highlighting the need for better continuity across departments.

KEY TAKEAWAYS



Involve patients early and continuously:

True engagement starts before trial design and should persist throughout the lifecycle of the product.



Move from transactional to relational engagement:

Build long-term partnerships with patients and organizations rather than seeking one-off feedback.



Compliant engagement is achievable:

With clear intent, structured SOPs, and internal training, companies can engage patients meaningfully and within legal boundaries.



Cross-functional collaboration is critical:

Maintain consistent communication and documentation across R&D, commercial, and compliance functions to avoid fragmented engagement.



Feedback loops matter:

Informing patients how their input was used not only validates their involvement but builds trust and fosters ongoing participation

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