

# I3H Conference

## Patient-Centric Innovation: ‘What does it mean?’

**Brussels**

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**European Brain Council**

‘The ultimate goal of patient centricity is to establish engagement among patients and their health care support network and to engender in them a sense of connection and ownership in the success of efforts to develop new medical treatments’

*Kenneth A. Getz, MBA*

# 4 Core Patient Centricity Principles

- Relevance
- Pragmatism
- Feasibility
- Interactivity/Participatory

# Patient-Centric Initiatives being Piloted and Implemented

Core Principles	Initiatives
Feasibility and relevance	<ul style="list-style-type: none"><li>• Protocol feasibility review committees</li><li>• Patient advisory boards</li><li>• Professional panels</li><li>• Advocacy group support and involvement</li><li>• Open design and crowdsourcing</li><li>• Adaptive trial designs and adaptive licensing</li></ul>
Pragmatic and convenient	<ul style="list-style-type: none"><li>• Real-time data collection</li><li>• Direct-to-patient clinical trials</li><li>• Real-world, practice-based clinical trials</li><li>• Home nursing networks</li><li>• Telemedicine</li></ul>
Participatory	<ul style="list-style-type: none"><li>• Wearable electronic patient-reported outcomes devices</li><li>• E-consent</li><li>• Centralised/integrated clinical and electronic health record data</li><li>• Lay-summary risk management reports</li><li>• Lay-summary clinical trial results</li></ul>