

ICPM 2018

Workshop 4

Patient Centered Medicines Development (Round Table)

Topics:

- **Patient-centered vs patient engagement**
- **Making clinical research an attractive element of routine healthcare**
- **Strategies for patient engagement implementation**
- **Critical factors for success**

Chairs:

- **Klingmann, Ingrid (EUPATI, EU)**
- **Yamano, Yoshihisa (St Marianna University, Japan)**

Panellists:

- **Klingmann, Ingrid (EUPATI, EU)**
- **Koski, Greg (ACRES, US)**
- **Kuroda, Taruho (Bayer, Japan)**
- **Miki, Satoshi (UCB, Japan)**
- **Oda, Yuriko (PADM, Japan)**
- **Warner, Kay (GSK, UK)**
- **Imamura, Kyoko (The University of Tokyo, Japan)**

Objectives:

This workshop will provide an opportunity to better understand the patient-centricity strategies pursued in different regions and by different organisations as well as the status of their implementation in pharma companies' way to develop new treatments or manage their lifecycle.

Learning Outcomes:

The participants will be able to;

- **evaluate the need of more effective patient involvement to ensure that patient needs and priorities are identified and met**
- **appreciate the value of making clinical trials an element of better healthcare**
- **discuss what it requires to integrate patients' advice into their processes, which difficulties they encounter and which tools they have to overcome**

the issues

- **learn in how far this new paradigm is changing the daily life of clinical medicines development**