

ENGAGING PATIENT NETWORKS AND NAVIGATORS FOR GREATER ACCESS

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- ▶ Who, what?
 - ▶ Patient advocacy groups
 - ▶ In-house SMEs, patient advocacy
 - ▶ ClinicalTrials.gov
 - ▶ Patient registries, blogs or other social media
 - ▶ Other

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 - ▶ In-house patient advocacy
 - ▶ ClinicalTrials.gov
 - ▶ Patient blogs and other social media
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- ▶ Establish relationships
 - ▶ Get internal functions involved early
 - ▶ Define what and who
 - ▶ Register your programs (CT.gov)
 - ▶ Understanding the patient population

Always remember the primary objective is to treat patients with unmet medical needs



THANK YOU

QUESTIONS?