

# PatientView's guide for pharma: BEING PATIENT CENTRIC AFTER A PANDEMIC

Page 1 of 3



The COVID-19 pandemic has changed the gameplay on being patient centric, according to the patient community

## Introducing PatientView's new guide for pharma: BEING PATIENT CENTRIC AFTER A PANDEMIC

In recent years, pharma has been stepping up its efforts to be more patient centric, and with some success. The Covid-19 pandemic, however, has exposed not just the fragility of healthcare systems—but also patient-centric strategies. It may be time to re-examine and improve existing approaches to patient centricity.

### HELPING PHARMA TO HELP PATIENTS

During the pandemic, PatientView gathered together a substantial dataset of patient-group feedback (from 1,589 patient groups in total), detailing the revised measures that pharma needs to take to continue being patient centric in a post-Covid world. Meanwhile, to ensure that valuable legacies are not lost, PatientView has also looked back to the key learnings of pre-Covid days.

The nine core indicators of patient centricity: • patient information • patient safety • patient-centred products • transparency • integrity • patient-group relations • support and services • access to medicines and • patient engagement in research and development

**PatientView examines the nine core indicators of patient centricity**—and, for each, provides the following:

- The **new forces of change** in patient centricity brought on by the Covid-19 pandemic.
- The **future foundations** required to realign companies' activities on patient centricity, post Covid-19.
- The **evidence base** for the conclusions that PatientView has drawn.
- And a **bank of questions**, to help companies put into action (and future proof) their 'Being Patient Centric' model for 2021 onwards—based on the priorities expressed by patient groups.

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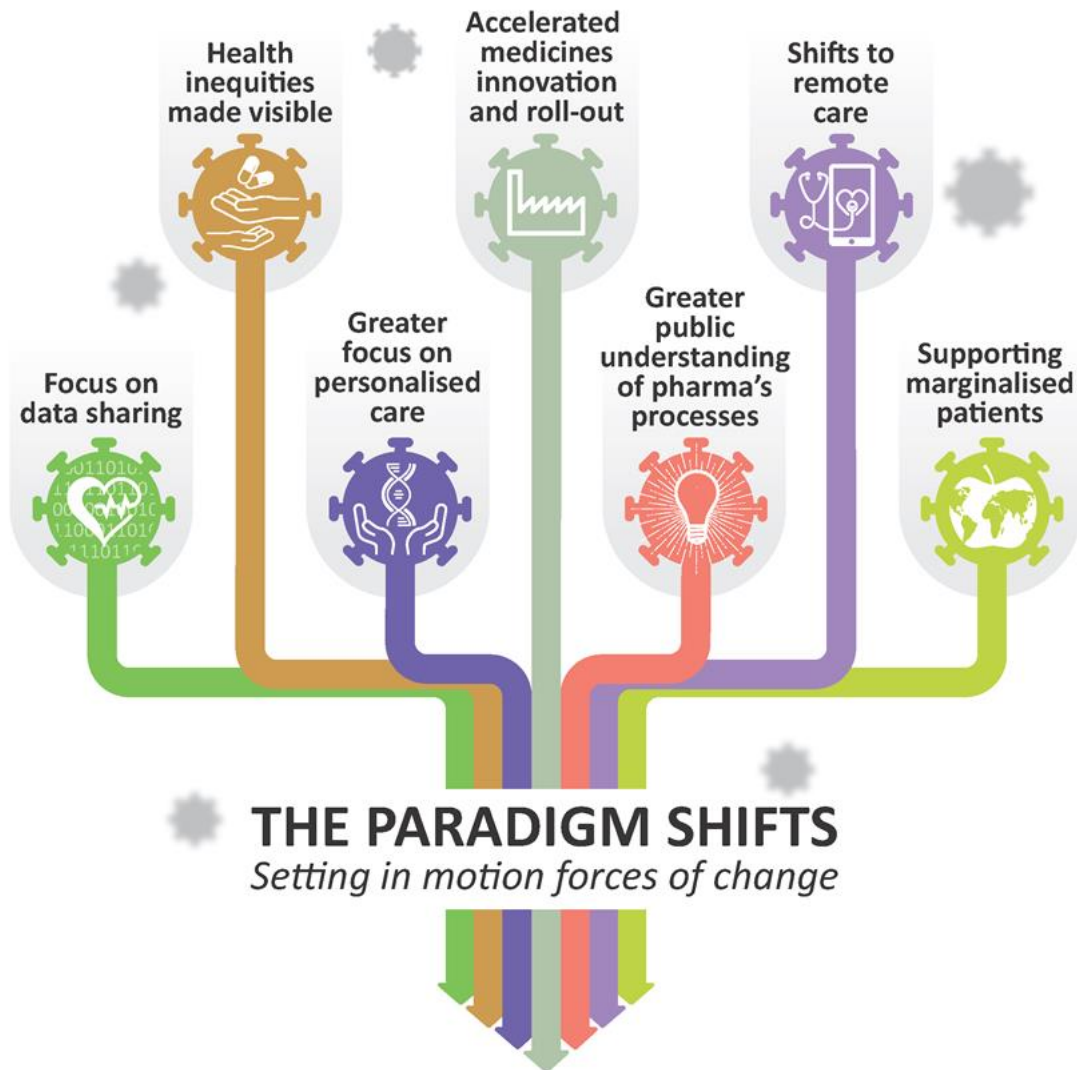
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Page 2 of 3

## The healthcare world from a patient perspective—post-Covid-19



- **Focus on data sharing**—utilising new analytical technology, to improve health interventions and outcomes.
- **Health inequities made more visible**—irreversibly and publicly exposed.
- **Greater focus on personalised care**—to support all patient subgroups in convenient ways and settings.
- **Accelerated medicines innovation and roll-out**—transferring the learnings made from vaccine development to other disease areas.
- **Greater public understanding of pharma's processes**—raising calls for transparency, and better access to medicine.
- **Shifts to remote care**—harnessing technology to improve access, to improve efficiencies, and to free up resources.
- **Supporting marginalised patients**—including a continuation of the new roles adopted by the patient groups that provided services to patients during lockdown.

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Page 3 of 3

## To find out more ...

We're happy to help with any questions you might have. To start a conversation, please email [report@patient-view.com](mailto:report@patient-view.com)

