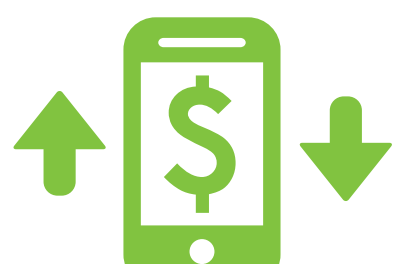


Key PRO questions drug developers need to ask

Understand the challenges and opportunities for supporting P&MA with Patient-Reported Outcomes (PRO) data

What do payers want?



Payers are **seeking more value-based and patient-centric information** to better inform reimbursement and market-access decisions.

How can PROs enhance the evidence base?

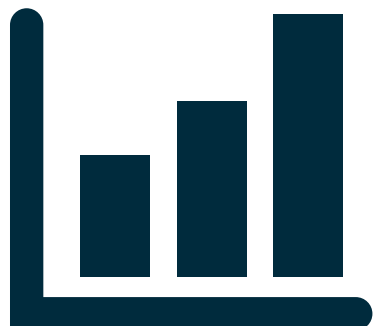


PROs provide important **insight into the patient experience**: PRO data are important through the drug development process including registration and postmarketing studies.

The patient perspective is important in market access in centralized markets and growing in importance in decentralized markets.

PRO data can be a key differentiator among therapeutic options.

What do payers think about PROs?



The quality of the PRO evidence is paramount to consideration.

Robustly developed and psychometrically evaluated PROs may provide relevant and important data to the decision-making process.

Payers recognize the increasing importance of PRO data but are **not as familiar with these outcomes and research results**.

What might happen?



Payers speculate that **PRO data will increase in importance over the next 5-10 years** and could be a key differentiator for new therapies.

If PRO data are not collected as part of the development program there will be no **patient-centric data for pull-through strategies** which can be **integral to market access**, particularly given regulatory hurdles to include PRO data in the label.

PRO data can have a **significant impact** on prescribing.

How can you solve the problem?



Partner and engage payers **EARLY**

“Wear their shoes.” Understand each stakeholders’ individual needs in the various markets.

Tie PROs to “actionable” measures (e.g., symptom reduction, improvement in adherence and outcomes)

Tailor messages to the key audiences: payers, patients, prescribers, advocates

- Conduct stakeholder research with these audiences to understand needs

Develop a **robust PRO** communication strategy

- Publish, publish, publish
- Provide field-based staff with data for direct-to-prescriber discussions

