

# Six Points to Improve Engagement

## Active Patient Involvement

Actively involve patients in the study design phase. Seek their input and perspective to ensure trials are patient-centric and address their unique needs. Patient advisory boards or focus groups can provide valuable insights and help shape protocols that are more aligned with patient realities.

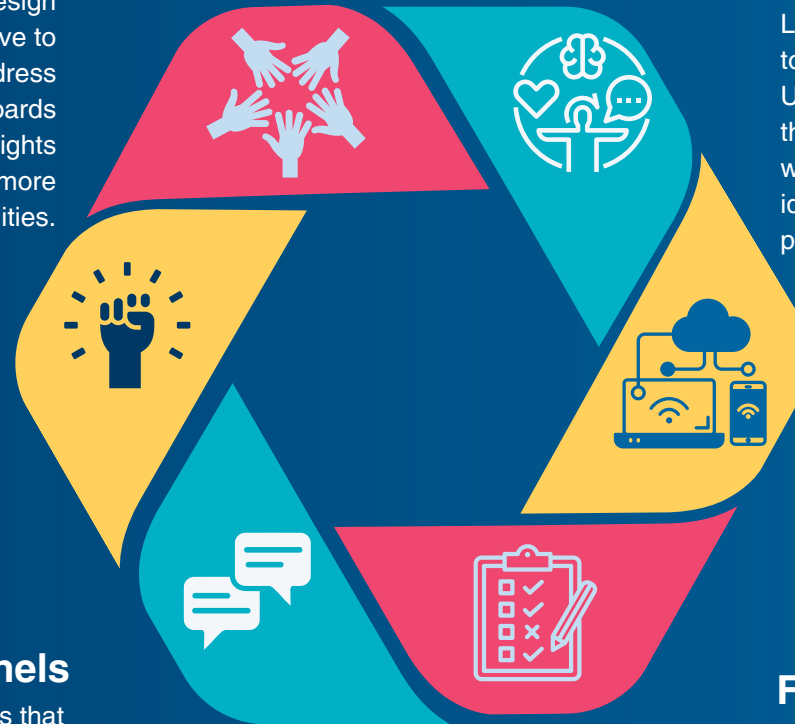
## Culture of Empowerment

Foster a culture of empowerment by providing patients with transparent and accessible information. Use plain language in study materials, consent forms, and communications to facilitate understanding.

Empower patients to make informed decisions by educating them about the purpose, benefits, and potential risks of participation.

## Effective Communication Channels

Establish effective communication channels that encourage ongoing dialogue. Maintain open lines of communication between sponsors, CROs, sites, and patients throughout the trial. Utilize technology such as patient portals, mobile apps, or virtual visits to facilitate real-time communication and provide timely updates.



## Behavioral Science Principles

Leverage the principles of behavioral science to motivate and reward patient participation. Understand patient motivations, acknowledge their efforts, and provide incentives that align with their values. Consider implementing identity lock mechanisms to protect patient privacy and build trust.

## Embrace Technology

Embrace technology to streamline trial processes and improve convenience for patients. Explore options for remote participation, wearable devices for data collection, and virtual trial platforms. This will enhance patient convenience, reduce burdens, and expand access to diverse populations.

## Feedback & Evaluation

Establish mechanisms for continuous feedback and evaluation. Actively seek patient input, listen to their concerns, and use their feedback to drive improvements. Learn from past experiences and incorporate lessons into future trial designs.