



PE as a business case: Sustainable financial and societal impact

In this section you will find qualitative and quantitative evidence demonstrating the value of patient engagement (PE) from both a strategic and investment perspective

Including:



Examples of how PE aligns with ESG, impact investing, and long-term sustainability



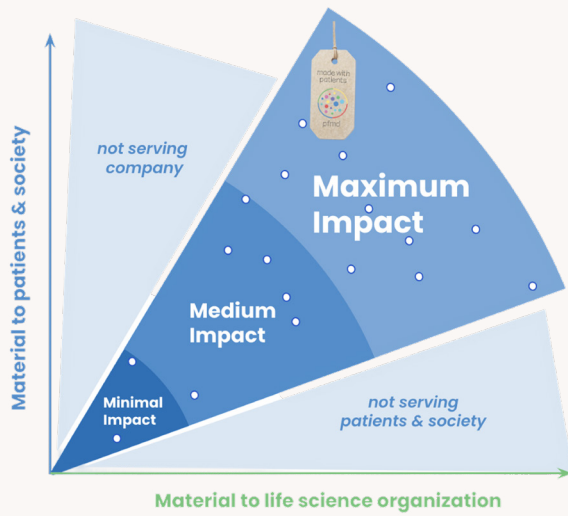
Evidence & data showing how PE reduces risk, improves outcomes, and enhances value creation



Key messages that resonate with financially-driven vs. socially-driven investors

PE is business critical:
Working **WITH** patients...

...is recognized as a key priority by internal & external stakeholders, and reflected in companies' sustainability strategies



2023



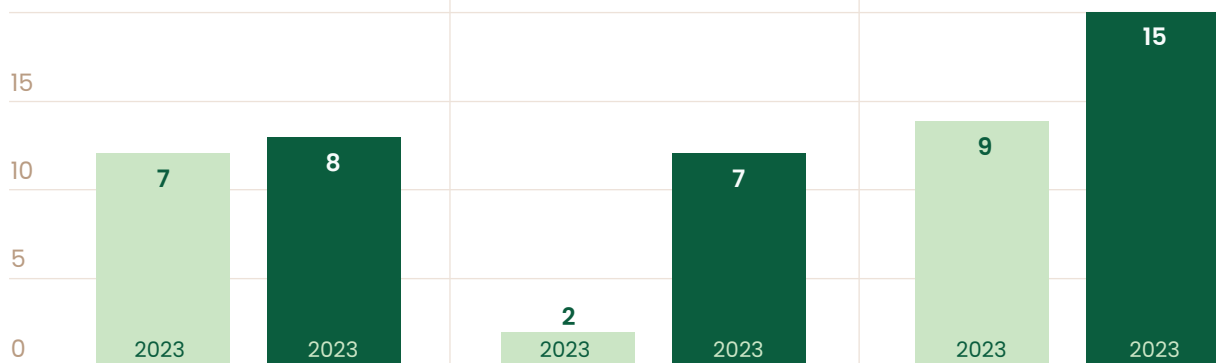
2024



PE commitments in Materiality Matrix

PE commitments as a standalone statement

PE within Sustainability Strategies



2023; n= 24 2024; n= 23



Patient Engagement Matches with Responsible & Impact Investing



**Need a reminder of investment
practices, types of investors,
and when they invest?**

[Explore the Understanding →
Investor Motivations deck](#)

Why Patient Engagement Matters for Responsible and Impact Investing

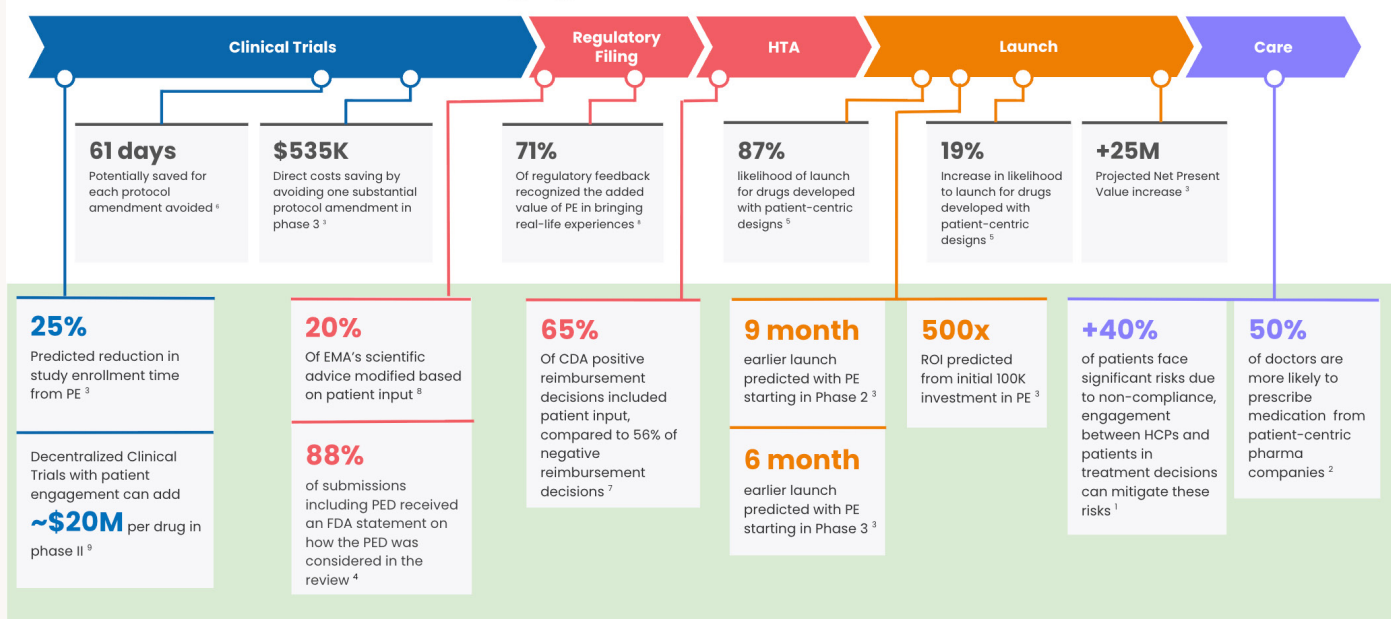
- 1 Reduces investment risk**
by helping investors allocate capital to healthcare solutions that reflect real patient needs and deliver stronger long-term performance
(e.g. patient engagement informs target product profiles and asset differentiation).
- 2 Builds trust**
by identifying ethical, safety, and reputational risks early and reinforcing public and stakeholder confidence
(e.g. patient engagement helps create human-centered and end-user specific solutions).
- 3 Drives sustainable growth**
by increasing the adoption and market success of portfolio companies' products and services
(e.g. strong, long-term partnerships with patient communities increase trust in a company).
- 4 Strengthens ESG performance**
particularly the social dimension, by being a community and stakeholder engagement impact indicator.



UPDATED

Patient Engagement Generates Measurable ROI

UPDATED: Patient Engagement Generates Measurable ROI



Initial data

61 days

Potentially saved for each protocol amendment avoided⁶

\$535K

Direct costs saving by avoiding one substantial protocol amendment in phase 3³

Complementary data

25%

Predicted reduction in study enrollment time from PE³

~\$20M

Decentralized Clinical Trials with patient engagement can add ~\$20M per drug in phase II⁹

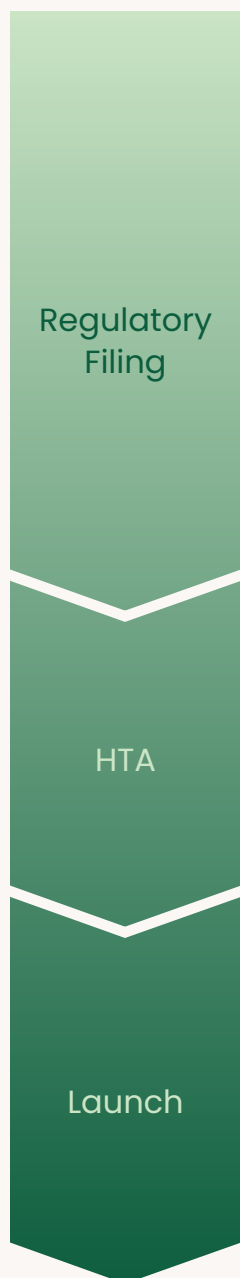
³ Levitan, B., Getz, K., Eisenstein, E.L. et al. [Assessing the Financial Value of Patient Engagement: A Quantitative Approach from CTTI's Patient Groups and Clinical Trials Project](#). *Ther Innov Regul Sci* 52, 220–229 (2018)

⁶ Kenneth Getz. [Improving Protocol Design Feasibility to Drive Drug Development Economics and Performance](#). *International Journal of Environmental Research and Public Health* (2014)

⁹ DiMasi, J. A., Smith, Z., Oakley-Girvan, I., Mackinnon, A., Costello, M., Tenaerts, P., & Getz, K. A. (2023). [Assessing the Financial Value of Decentralized Clinical Trials](#). *Therapeutic innovation & regulatory science*, 57(2), 209–219.

Source: Developed as part of PFMD's Investment, Sustainability, and Impact Project (April 2025)

Disclaimer: some of the data is based on modeling



Initial data

REGULATORY FILING

71%

of regulatory feedback recognized the added value
of PE in bringing real-life experiences ⁸

Complementary data

REGULATORY FILING

20%

of EMA's scientific advice modified
based on patient input ⁸

88%

of submissions including PED received an FDA
statement on how the PED was considered in
the review ⁴

HTA (NEW CATEGORY)

65%

of CDA positive reimbursement decisions included patient input,
compared to 56% of negative reimbursement decisions ⁷

Initial data

87%

likelihood of launch for drugs developed
with patient-centric designs ⁵

19%

Increase in likelihood to launch for drugs
developed with patient-centric designs ⁵

+25M

Projected Net Present Value increase ³

³ Levitan, B., Getz, K., Eisenstein, E.L. et al. [Assessing the Financial Value of Patient Engagement: A Quantitative Approach from CTTI's Patient Groups and Clinical Trials Project](#). Ther Innov Regul Sci 52, 220–229 (2018)

⁴ Cimiano, P., Collins, B., De Vuono, M. C., Escudier, T., Gottowik, J., Hartung, M., Leddin, M., Neupane, B., Rodriguez-Esteban, R., Schmidt, A. L., & Starke-Knäusel, C. (2024). [Patient listening on social media for drug development](#). Frontiers in Medicine, 11, 1274688.

⁵ Economist Intelligence Unit. (2018). [The Innovation Imperative: The Future of Drug Development – Part I: Research Methods and Findings](#). Commissioned by Parexel.

⁷ Bisson, A.-M. (2025). [PAG involvement in Canada's drug agency HTA review](#). Zebricks.

⁸ Murphy, A., Bere, N., Vamvakas, S., & Mavris, M. (2022). [The Added Value of Patient Engagement in Early Dialogue at EMA: Scientific Advice as a Case Study](#). Frontiers in Medicine, 8, 811855h

Launch

Complementary data

9 month

earlier launch predicted
with PE starting in Phase 2 ³

6 month

earlier launch predicted with
PE starting in Phase 3 ³

500x

ROI predicted from initial
100K investment in PE ³

CARE (NEW CATEGORY)

Care

+40%

of patients face significant
risks due to non-compliance,
engagement between HCPs and
patients in treatment decisions
can mitigate these risks ¹

50%

of doctors are more likely to
prescribe medication from patient-
centric pharma companies ²

¹ Marzban S, Najafi M, Agolli A, Ashrafi E. [Impact of Patient Engagement on Healthcare Quality: A Scoping Review](#). *Journal of Patient Experience*. 2022;9.

² Lubkeman, M., Lee, M., & Barrios, G. (2020, May). [What do patients want, and is pharma delivering?](#) Boston Consulting Group.

³ Levitan, B., Getz, K., Eisenstein, E.L. et al. [Assessing the Financial Value of Patient Engagement: A Quantitative Approach from CTTI's Patient Groups and Clinical Trials Project](#). *Ther Innov Regul Sci* 52, 220–229 (2018)

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