

MAPS Americas Workshop Summary

Amplifying the patient voice

How to design a robust, compliant patient engagement framework that incorporates virtual tools and generative AI.

At the 2024 MAPS Americas event, speakers Lance Hill (Within3), Lucie Williams (Ipsen) and Jose Borbolla (Eisai) led a workshop exploring the unique needs of patient engagement amid advances in artificial intelligence and other technologies.

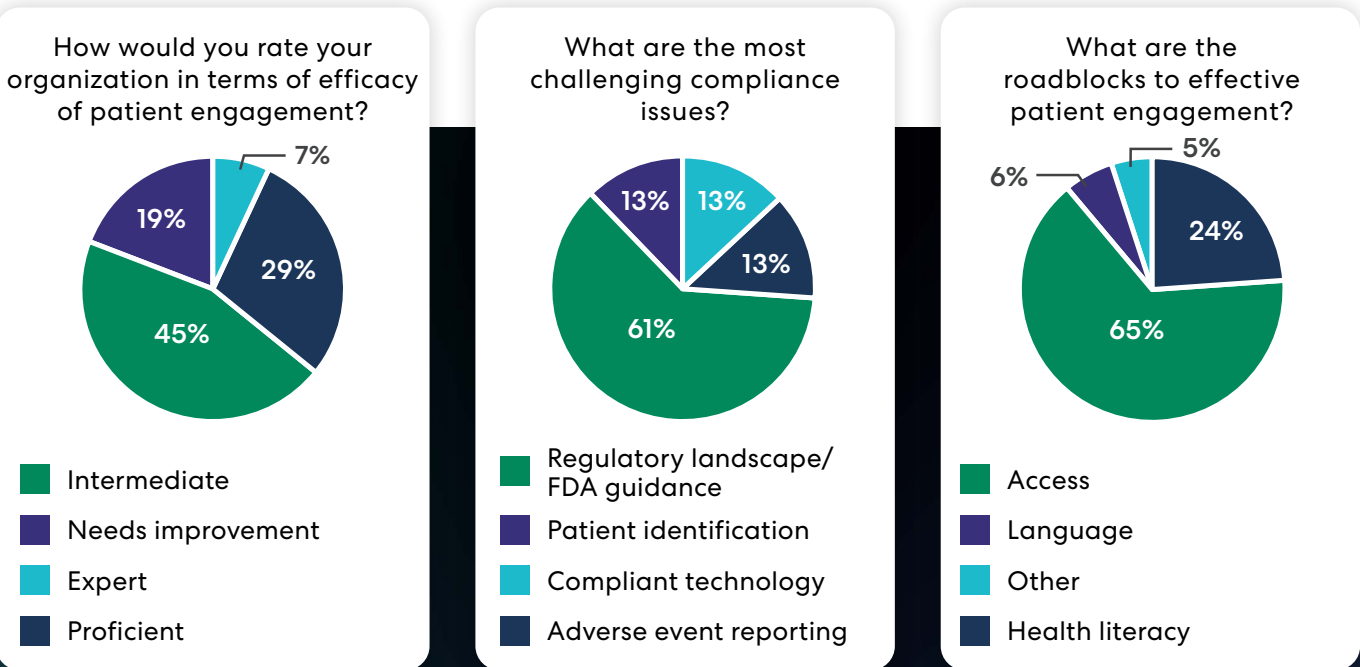
In breakout sessions and group discussions, participants shared barriers to better patient engagement, opportunities to leverage technology to improve patient interactions, and tactical steps they planned to take when they returned to work.

Participants discussed some of the most pressing challenges to improving patient engagement:

- How competition within companies for ownership of patient engagement leads to increased complexity
- Navigating issues around patient distrust of the pharmaceutical industry
- Questions about access, from internet connectivity to language differences
- Lack of information and understanding of rare diseases

POLL RESULTS

During the workshop, attendees responded to poll questions about patient engagement.¹



Key takeaways from breakout session #1:

PAIN POINTS, BARRIERS, AND SOLUTIONS FOR PATIENT ENGAGEMENT



In small groups, participants discussed the barriers they experience around improving patient engagement. Here are the most common obstacles medical affairs teams encounter when engaging patients.

- **Compliance.** Ensuring all engagements adhere to regulatory standards and guidelines, reducing risk to the organization.
- **Need for more understanding.** There is a need to increase knowledge about diseases, particularly rare conditions, among patients, caregivers, and healthcare providers (HCPs).
- **Trust.** Patients may distrust pharmaceutical companies due to poor experiences or misinformation. Increasing patient trust can create a better environment for obtaining patient input.
- **Access.** Patients may find it difficult to interact with pharma for reasons ranging from lack of internet access to language differences or difficulty understanding scientific or medical terminology.
- **Ownership needs to be clarified.** Organizational ownership of patient engagement can complicate efforts to improve the approach to patient interaction.
- **Resource constraints.** Many organizations deal with limited resources, both financial and personnel.
- **Regulatory concerns.** Medical affairs teams can fear running afoul of regulatory or internal limitations, especially regarding AI and chatbots.
- **Data management.** Ensuring the reliability and accuracy of data collected for patient engagement initiatives.

TECH IS CHANGING HOW WE LISTEN TO PATIENTS

Technology presents an opportunity to alleviate these challenges by improving patient engagement and increasing its value to the organization. The speed and impact with which we can do key tasks has increased dramatically as technology has evolved:



First generation: No artificial intelligence (AI), primarily reliant on spreadsheets, costly and time-consuming data integrations, and manual analysis



Second generation: Uses traditional AI to analyze data and present trends and alerts in a dashboard format; requires heavy investment in data integration, set-up, and labeling; manual work is still required to configure, analyze, and communicate answers gleaned from dashboards



Third generation: Generative AI interacts with humans in plain language, doing work that humans must do in second-generation approaches; provides direct answers and actions instead of just views; fastest and most impactful

Participants discussed the potential and the limitations of technology, emphasizing the importance of understanding risks and maintaining compliance. Attendees shared examples of their inroads to using technology, highlighting successes and challenges in implementation.

Key takeaways from breakout session #2:

OPPORTUNITIES FOR TECHNOLOGY TO IMPROVE PATIENT ENGAGEMENT

After discussing how tech is evolving, small groups brainstormed how to leverage technology, particularly AI, to enhance patient engagement, improve communication, and provide relevant and understandable patient information while addressing compliance and privacy concerns.

- **Simulators, call center responses, and FAQ answers.** Simulators or chatbots could be used to answer patient questions and concerns.
- **Data quality and compliance.** Ensure data quality is injected into AI models and addressing compliance concerns related to patient interaction and engagement.
- **Social media engagement.** Explore compliant ways to connect with patients through social media platforms.

- **Proactively address privacy concerns.** Address concerns regarding data privacy and ensure patient data protection in AI-driven initiatives.
- **Creating plain-language materials or translating materials into multiple languages.** Technology could significantly speed up the process of creating materials in patient-friendly language or multiple languages.
- **Customization and targeting.** Tailor engagement strategies based on patient profiles, preferences, and disease states for more effective communication.
- **Automate MSL insights.** Explore automation of MSL insights generation and set clear expectations about AI capabilities.



GROUP DISCUSSION: WHAT ARE THE TACTICAL NEXT STEPS FOR RETURNING TO THE OFFICE?

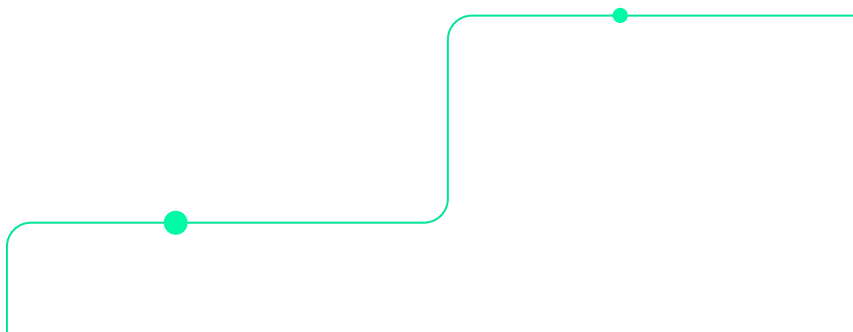
Based on the challenges and potential solutions raised during the discussion, participants considered how they might begin to evolve patient engagement within their own team or organization. Top answers included:

- **Educate internal colleagues** about the benefits and risks of AI and/or social media listening
- **Address patient privacy concerns** with internal stakeholders
- **Create a strategy for internal alignment** around patient engagement
- **Determine what technology can be used** based on what works within the overall ecosystem
- **Learn how patient engagement technology and tools** can be used in the preclinical space
- **Learn how vendors can best use their independence** to be a compliant go-between when working directly with patients
- **Start with a workshop** inviting all key stakeholders for alignment around patient engagement
- **Identify internally** who is using social listening and why

Overall, presenters and participants agreed that if medical affairs organizations want to evolve patient engagement strategies to leverage third-generation AI technology, they must achieve the three Cs:

- **Comprehensive.** Changing an organizational approach to patient engagement is a broad undertaking that requires alignment of internal goals and objectives with resources and regulatory requirements.
- **Collaborative.** Because one of the challenges of patient engagement is who owns that function within the organization, internal alignment is necessary to move forward with an effective strategy.
- **Compliant.** Technology offers intriguing possibilities, but organizations must use it without incurring risks.

¹Poll results reflect the Tuesday, March 26 workshop only.



ABOUT WITHIN3

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