

# Engaging with Under-Represented Patients

## Patient voice

- It is vital to include the patient voice in drug development and commercialization to improve healthcare practices, outcomes, patient satisfaction and quality of life.
- When patients are heard, it improves their engagement, leading to a more holistic, inclusive and healthier healthcare ecosystem and community.

## Under-represented patient populations

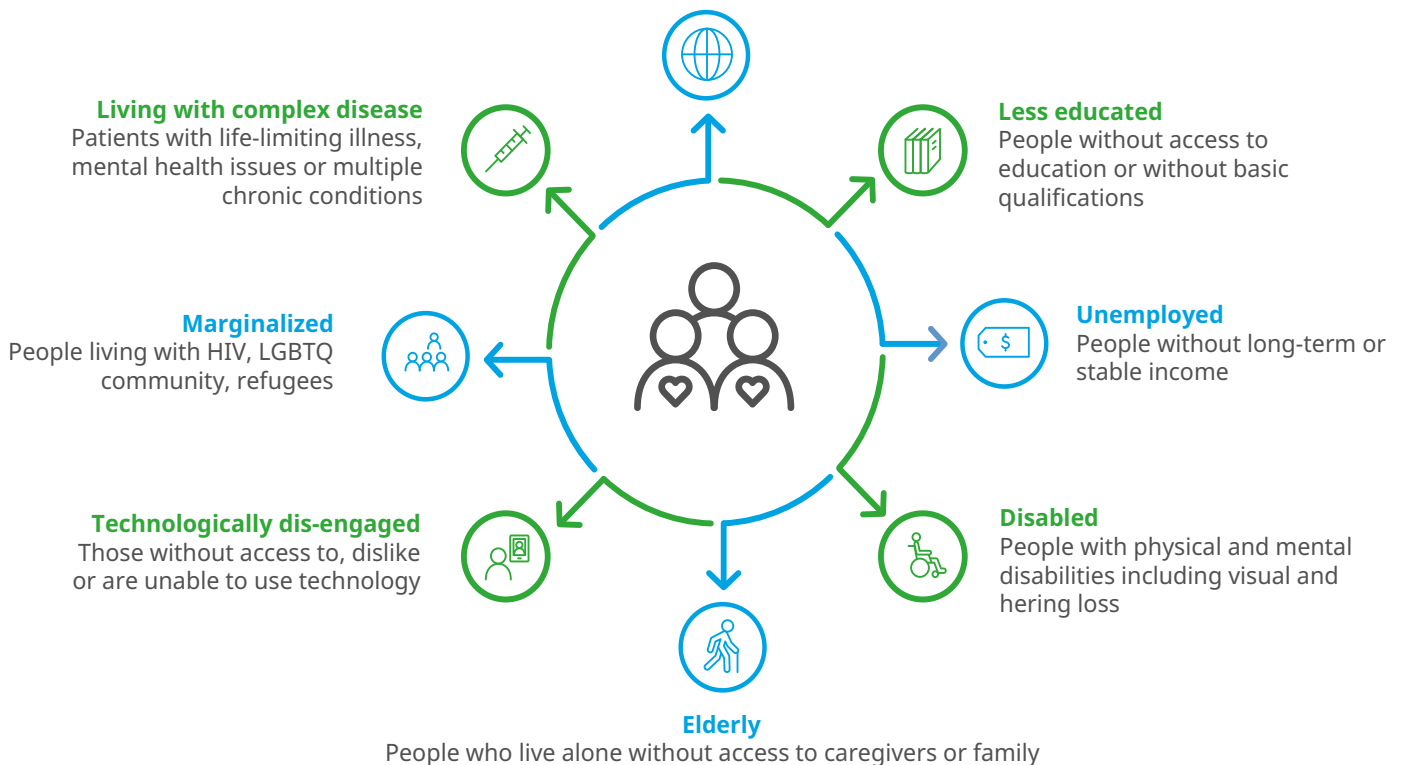
The patient voice to date, is often limited to particular demographics who are more willing to participate, resulting in the exclusion of important representation of the patient community.



### Under-represented patient populations

#### Racial/ethnic minorities

Minority populations within individual countries



## Why we need to have a holistic view of patient need

Limited representation leads to development of drugs, healthcare practices and support programs that meet the needs of just one kind of patient, reducing their potential efficacy and impact. For example:



### Needs of complex patients

Patients with more complex conditions have greater needs than those with a lower disease burden or single condition



### Cultural differences

Different cultures have different beliefs and practices and may be more apprehensive to healthcare interventions



### Education

Patients who are less educated may struggle to access patient support materials / programs in the same way as more educated patients

## Barriers to accessing the patient voice

Barriers to accessing the voice of under-represented patients can stem from multiple reasons such as:



### Strict recruitment criteria

Recruitment criteria for participation often results in homogenous samples



### Lack of interest in being engaged

Patients and their significant others may not be aware or not want to participate in research due to mistrust



### Cultural isolation

Ethnic minorities and marginalized populations may be more isolated from the general population



### Digital engagement

Not everyone has access to digital channels, can or wants to engage digitally



### Physical disability

Patients with disabilities require tailored communication to their specific needs

## How IQVIA is engaging with under-represented patients

At IQVIA we are investing to engage with under-represented patients to ensure their voice is heard



Incorporating more agile and **flexible engagement** approaches to access the patient voice in a way which is comfortable and convenient for the patient



**Engaging in and actively recruiting** under-represented populations through expanding screening criteria and quotas



Created trusted working relationship with **community leaders** who facilitate direct communication with patients on the value of participation



Investing in **patient organisations** to understand how to communicate with patients appropriately and sensitively