



THE FORUM

For Collaborative ResearchSM

Berkeley's Hub for Regulatory Science

Patient Engagement in Drug Development: Leading Through Example (PEDDLE) - Platform Demonstration

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Overview of PEDDLE: Patient Engagement in Drug Development Leading Through Example



Purpose

Identify ways to integrate patient perspectives (PE) into MASH drug development processes to enhance outcomes and patient satisfaction

Long Term Goals

- Create a practical toolkit/resource center to guide industry and advocacy partners in implementing effective PE
- Develop Communication and Integration plan
- Advance meaningful PE in MASH drug development

Multi-Stakeholder Collaboration



Fatty Liver
alliance
du Foie Gras



The Patient Engagement Resource Center (a work in progress)



Objective: Partner with people with MASH at every stage of drug development

- Provide patient engagement tools and case studies, organized by pipeline stage
 - First industry-wide tool; accessible to developers of any size
 - Requested by both industry and the patient community



The Patient Engagement Resource Center (a work in progress)

- Content choices, information design & language all can support or undermine genuine partnership
- Resource Center should be welcoming, easy to understand, easy to use
- Focused on drug development, not patient education or support, but:
 - Acknowledges uniqueness of patient journey
 - Acknowledges centrality of mutual respect and trust to success of recruitment and trials



Patient Engagement Resource Center: Name and Next Steps



- PEDDLE Working Group considering name options
 - Essential part of a brand
 - Should convey audience and purpose at a glance, be findable in web search
 - List some contenders here?
- More content development
 - Fill in content gaps
 - Edit with patient lens
- Consider replicating for other conditions

PEDDLE Platform Demonstration



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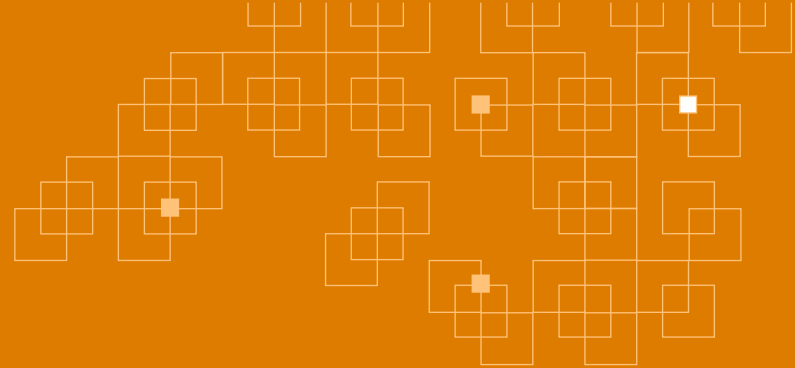
- Thank you to our co-chairs: Mike Betel, Henry Chang, Rosemarie Sellati
- Veronica Miller, Becca Freed, Kathy An, and Meghan Rakowski
- All PEDDLE Working Group Members!

| Metric | Count |
|-----------------------------------|-------|
| Total resources in inventory | 380 |
| Resources integrated onto website | 117 |

Opportunities for involvement



- Incorporating survey responses from Liver Forum members.
- Please let us know if you are interested in joining the PEDDLE working group.
 - Next virtual working group meeting March/April
- Forum RAs have a laptop with the live website, please take a look and give us your feedback!



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Open Discussion

All Meeting Participants