

# PATIENT FOCUSED MEDICINES DEVELOPMENT

*The global collaboration platform to understand, improve and standardize patient engagement*



## Why PFMD

Medicines are developed to improve the lives of patients. Serving patients in the best way possible requires a deep understanding of their needs and priorities, which can be gained only through direct, sustained and constructive interactions with patients. Health stakeholders agree that broadening patient engagement is key to improving drug development and providing solutions that achieve both clinical and patient-desired outcomes.

What is needed now is a consistent approach to patient engagement, through development and implementation of an efficient, measurable and reliable meta-framework that involves patients as partners. By partnering with patients to design and develop new solutions, we can co-create methods to help them achieve and maintain their health goals.

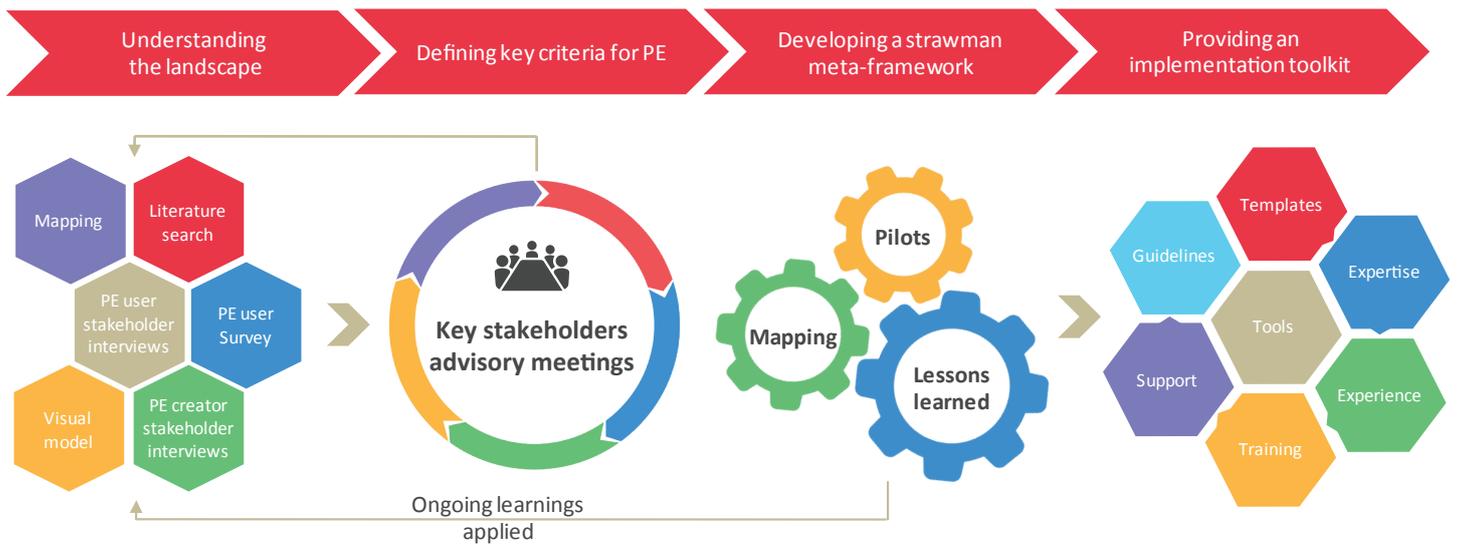
## Who we are

The Patient Focused Medicines Development (PFMD) group, established in 2015, is an independent multinational coalition whose activities are funded by member organisations. It is an open non-profit partnership based on **expertise** and **commitment** toward better and meaningful patient engagement inside and outside of member organisations.

- PFMD is a truly global partnership that synergizes efforts to integrate the voice of the patient across the medicines lifecycle
- Our vision is to improve global health by co-designing the future of healthcare for patients with patients. We aim to transform the way in which we understand, engage and partner with patients globally in the design and development of research and medicines by focusing on unmet patient needs

## What we are doing

PFMD has identified four priority areas that need to be addressed to facilitate routine implementation of patient engagement (PE) across the lifecycle of medicines development. These are: (1) culture change and process change, (2) development of a global meta-framework for PE, (3) information exchange, and (4) education and training. PFMD is taking a rational and methodological approach to co-create a meta-framework with key stakeholders. Our approach starts with bringing together and mapping initiatives and good practices that integrate the voice of the patient throughout the lifecycle of medicines development. This will accelerate the creation and implementation of an effective, globally standardized meta-framework for patient engagement.



## PFMD Benefits

- **Shape** the patient engagement landscape today and tomorrow
- **Increase** your patient engagement network and sphere of influence
- **Access** latest resources and opportunities for patient engagement
- **Develop** tools to help organisations embrace and implement patient engagement

## Join PFMD

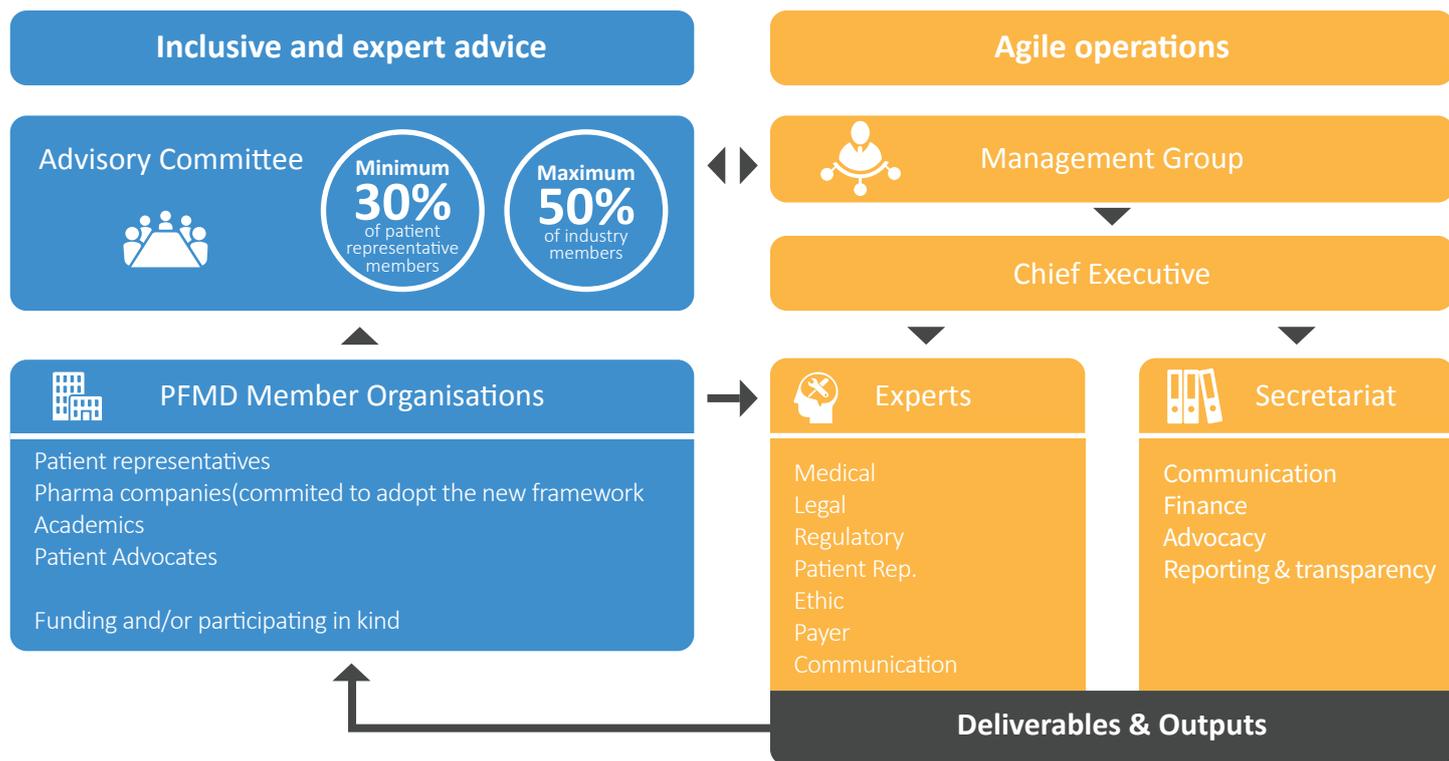
PFMD seeks to have a balanced representation of stakeholders to ensure transparency, inclusiveness, diversity and credibility. PFMD welcomes membership from institutions, organizations and enterprises that support a better future for patients. Join us and help shape the patient engagement landscape

## Current PFMD membership

Society for Participatory Medicine	Parkinson's Disease Foundation	European Patients Forum	European Patients' Academy on Therapeutic Innovation
Cancer101	National Health Council	Pfizer	UCB
Amgen	MSD	GlaxoSmithKline	AstraZeneca

## PFMD Governance

PFMD has from inception been formed as an equal collaboration among patient groups, patients and pharmaceutical industry. The governance model adopted by PFMD ensures at least equal or greater share of voice for patient group members.



Structure	Mandate and role
<b>Advisory Committee</b>	<p><b>Elected by members and takes the major strategic decisions for the organization</b></p> <ul style="list-style-type: none"> <li>• <b>Minimum 30% of patient representative members</b></li> <li>• <b>Maximum 50% of industry members</b></li> <li>• 12 members allowing participation of current and new members</li> <li>• Quorum of 7 maintains agility and responsiveness</li> <li>• Focus on diversifying the representation of other stakeholders</li> </ul>
<b>Management Group</b>	<p><b>Supervises execution of the strategy of the Advisory Committee. Also supervises and delegates day-to-day operational decision-making to the Chief Executive who runs the Secretariat</b></p> <ul style="list-style-type: none"> <li>• Renewable 3 year appointment</li> </ul>
<b>Member organisations</b>	<p><b>Open to all stakeholders upon recommendation of the Management Group and based on the approval of the Advisory Committee</b></p> <ul style="list-style-type: none"> <li>• Commit to adopt and adapt the patient engagement meta-framework developed by PFMD and help deploy it across all other</li> <li>• Support PFMD's activities through funding and operational expertise as well as active participation to the projects</li> <li>• Annual membership fee for commercial organisations (for-profit)*</li> <li>• 2-year commitment with renewal on a yearly basis thereafter</li> </ul>
<b>Secretariat</b>	<p><b>Responsible for the day-to-day management of the initiative and delivery of outputs</b></p> <ul style="list-style-type: none"> <li>• Hosts the initiative and its administrative processes</li> <li>• Program management and interaction/communication with internal and external stakeholders</li> <li>• Remains neutral and transparent, as a representative of all members</li> </ul>
<b>Experts</b>	<p><b>Provide technical expertise and recommendations</b></p> <ul style="list-style-type: none"> <li>• Act as consultants and represent all major technical fields including clinical, regulatory, legal, and patient</li> <li>• Interact with initiatives on an ad-hoc basis on request from the operational team</li> </ul>

\*In order to lower the barrier to entry, the membership fee is kept affordable. Members are invited to fund specific projects additional to the annual fee.

## Join PFMD

We welcome membership from institutions, organizations and enterprises that support a better future for patients. We are looking for new members with the **commitment, passion** and **expertise** to drive meaningful patient engagement. Join us and help shape the patient engagement landscape.

Find out more at [www.PatientFocusedMedicine.org](http://www.PatientFocusedMedicine.org)