Capacity Building & Sustainability

Cynthia Grossman, PhD
Associate Director, Science of Patient Input
FasterCures

CERSI Patient Preference Workshop
December 7-8, 2017
Artificial Intelligence
Block Chain
Big Data
Data Sharing
Machine Learning
“Understanding the Benefits and Risks of Pharmaceuticals: A Workshop Summary”
Institute of Medicine, 2006
OLD CONSUMERS VS NEW CONSUMERS

OLD CONSUMERS:
- Lowest price
- Waiting for solutions
- Asks, “What’s in it for me?”
- Seeking more stuff
- Trust marketing messages on front of the box
- Passive recipient of brand communications

NEW CONSUMERS:
- Total value
- Creating their own solutions
- Asks, “What’s in it for we?”
- Seeking meaningful experiences
- Looks at ingredients on back of the box
- Active co-creators of content, products and experiences
**PATIENTS COUNT NETWORK**
**DECEMBER 2017 UPDATE**

**NEARLY 140 Organizations**

- 49% rare diseases
- 26% common diseases
- 21% blend of disease types
- 4% non-disease specific

- 65% support biomedical research
- 65% participate in research consortia
- 35% allocate funding to influence public policy
- 80% partner with biotech & pharma companies
24/7