



# **Case Study on Neurological degenerative disease**

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## **Preference study perspective**

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# Patient preference information guidance

## Study qualities:

Study sample	Study design	Study conduct and analysis
Well-informed patients	Questions are meaningful and relevant to patients	Well-documented instrument development process and study conduct
Representative sample for generalizable results	Minimize cognitive bias	Logical soundness
Capturing heterogeneity	Effective benefit-risk communication	Robustness of study results
Demonstrated comprehension by patients		

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# Special aspects of case study

- **Existing product**

- Tailor the instrument to the product's benefits and risks
- Ensure instrument is broad enough to be meaningful outside narrow scope of the existing product

- **Progressive disease**

- Include patients at different levels of progression
- Instrument needs to be relevant for patients at different levels of progression

- **Cognitive impairment**

- Balance between cognitive burden and benefit-risk relevance
- Consider strategies to elicit preferences of patients in late stages of disease



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