Advancing Use of Patient Preference Information as Scientific Evidence in Medical Product Evaluation

New opportunities?
New challenges?

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8th December, 2017
Disclaimer

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Opportunities and challenges

● **Opportunities:**
  ● Different ways in which patient preference can be evaluated
    • preference trials, stand-alone preference methods, preference-based questions within trials?
  ● Incorporation of patient preference into the benefit-risk appraisal
    • Assumes equal experience/exposure

● **Challenges:**
  ● Barriers to measuring patient preference in development
    • Training & expertise
    • External guidance
    • Cost
  ● Perception of value beyond utility elicitation
    • Clarity on how data is to be used
  ● Capacity
    • Global research