

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

New opportunities?  
New challenges?

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# Disclaimer

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The views expressed in this presentation are my own and do not necessarily reflect those of Sanofi

# Opportunities and challenges

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- **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