

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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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