



# Case Study: Neurological Degenerative Disease

**Study sponsor:** A medical product developer

**Condition:** Neurological degenerative disease

- Progressive loss of motor and cognitive function over the course of several years.
- Individual patients experience different rates of disease progression.
- No “cure,” only symptom management options.
- Most clinical trials for this disease focus on motor symptoms. There is a significant unmet need, as there are no current treatments for the cognitive decline that patients experience.

**Motivation:**

The medical product developer would like to conduct a patient preference study to inform benefit-risk assessment for a new medical product. The medical product is unlike any existing products in this space:

- It has shown promise in treating both motor and cognitive decline.
- The likelihood of significant adverse events associated with this medical product is higher than for existing treatments for this disease.