

Shifting the paradigm of drug development with more patient-centric clinical trials

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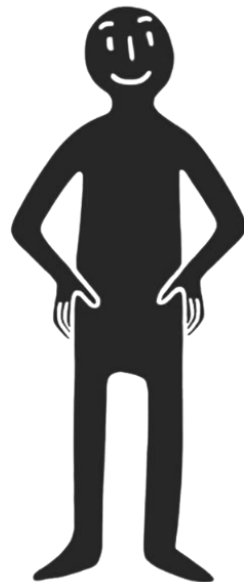
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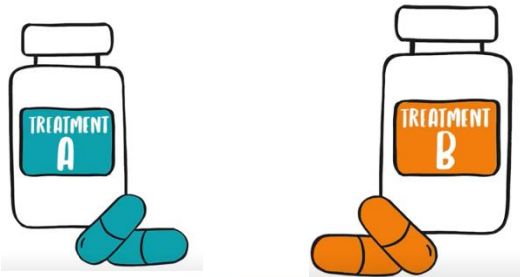
● Patient centricity in clinical trials



Patients needs can be better reflected with
multiple outcomes?



Comparative Clinical trials



Provide evidence that a new treatment works *better**



“*better*” needs to be prespecified



Clinical trials traditionally focus on one dimension



What does it mean *better*?

EFFICACY

● One dimension may not fully reflect treatment effects



● A multidimensional approach exists

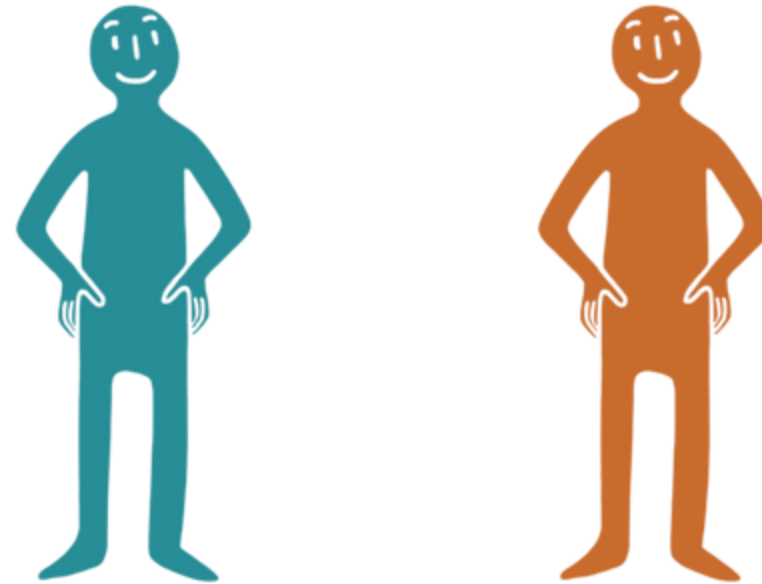


Requirements:

- Define and list outcomes relevant from a patient perspective
- Prioritize the outcomes

Opportunity for the patients to voice their preferences

Net Treatment Benefit





Net Treatment Benefit



Preference may vary across patients



Preferred Outcomes

Survival time

Toxicity

Quality of Life



Preferred Outcomes

Quality of Life

Survival time

Toxicity

O2T Voice is an App capturing your multidimensional preferences





Net Treatment Benefit

More adequate research questions that matter more for the patients

Better utilization of the data

Faster timelines for drug development

Fantastic pedagogical tool

- Fasten recruitment
- Inform patients investigators

More patient-centric trials

More on Net Treatment Benefit



Better design with One2treat (3min)

<https://youtu.be/khaol21gdDU?si=Gg0ENuXuuituO-gD>

Shared-decision making with One2treat (4min)

<https://youtu.be/RHuBmSBuzRE?si=F180avtcT4nMzvCZ>





Thank you!





Questions



- 1- Can patients advocates feed clinical research questions adequately
- 2- How can patients advocacy group can use this survey tool to promote further research question in the drug development industry
- 3- Could this survey tool become a valuable support of discussion to formulate and validate unmet needs
- 4- What field (therapeutical area) could benefit most from this software

Post-hoc valorization of Drug



- 1- O2T Voice can analyse the pivotal randomized trial of a marketed drug
- 2- O2T Voice provides the pharma with O2T Voice adapted to the trial and the drug
- 3- Physicians can use O2T voice for their new patients (individual patient)
- 4- The patient indicates his/her preferences
- 5- The physician understands better his/her individual patient preferences, and can better explain what the patient can expect from the treatment