



What Is Patient-Centric Post-Approval Research

- > Focuses on the patient
- > Delivers personalized impact
- > Increases patient awareness and satisfaction
- > Incorporates patient voice

Why Is Patient Centricity Vital to Post-Approval Research?

- > Improves quality outcomes
- > Contributes to superior patient participation
- > Improves patient compliance
- > Minimizes patients lost to follow-up
- > Increases data collection by 25-30% compared to conventional PRO technologies

Patient Centricity for Enhanced Outcomes

Patient centricity is a critical component of post-approval studies, which is why we have established a **Patient Outreach Center (POC)** committed to facilitating and maintaining an ongoing relationship with study patients in their native languages. Our POC staff:

- > Engages patients through personalized phone, mail, and cutting-edge digital interactions
- > Improves patient compliance and minimizes those lost to follow-up
- > Increases data collection by 25-30% by proven methodologies compared to conventional PRO technologies
- > Maintains confidential patient data in compliance with country and state laws and regulations (HIPAA, FDA, EMA, etc.)

