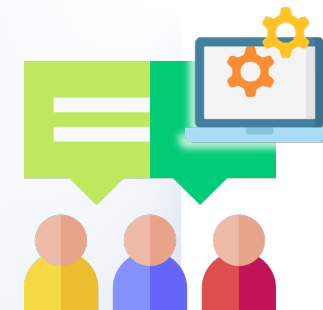


Case Study: Infectious Disease Patient-Centered Value Workshop

Leveraged Client's existing network of patient advocates to organize a collaborative educational workshop series focused on HTA; content for the workshop...

- Reviewed ICER process and key opportunities for engagement
- Stressed the potential access implications of HTA in domestic and international case studies
- Recommended proactive and reactive steps for patient advocacy groups to amplify their voice during an assessment of the infectious disease
- Probed key value elements from the patient perspective



Distilled workshop learnings into a variety of dispersible outputs:

- **Visual 2-pager** summarizing key workshop content
- **The Disease-Specific Value Framework**, a collection of patient-important, disease-specific variables that advocates articulated as essential elements of value
- **White paper detailing issues with current HTA and potential solutions**, including the adoption of the Infectious Disease Value Framework and Principles for Patient-Centered Value Assessment; framed through the lens of access and patient centricity
- **Patient advocacy playbook** with stepwise guidance for ICER review advocate engagement



Impact: Through organizing preparatory and follow-up meetings, alignment with patient advocate leaders, and developing an engagement pathway, **advocates were encouraged to develop disease specific value frameworks to better inform manufacturers on what matters to patients**

