

**Announcement:
Basel Biometric Society (BBS) Webinar**

**“Patient-Focused Drug Development: The
Role of Patient Preference Studies”**

**Tuesday, 22nd October 2024, 2-5 pm (CET)
Virtual event**



The event aims to shed light on the significance of patient perspectives throughout the drug development process, acknowledging that patients are the ultimate beneficiaries and, therefore, must have their voices heard. By incorporating patient preferences into the development, regulatory, value and access processes, healthcare stakeholders can ensure that new drugs and therapies are tailored to meet the specific needs and priorities of patients.

We welcome a broad cross-functional audience representing statistics, patient preference experts, clinical, regulatory affairs, patient engagement & advocacy, HEOR, value & access and everybody else who is interested in the crucial role of patient preference studies in shaping drug development and healthcare decision-making.

Participation is free of charge, but registration required: [LINK](#)

See the agenda on the next page.

Basel Biometric Society

A section of the Austrian-Swiss region of the
International Biometric Society (ROeS))
BBS is an independent, non-profit organization which provides a forum
for discussions of how to apply statistical methods in biological
and medical science.
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Agenda

Moderator: Conny Berlin (Novartis)

Welcome	Lilla Di Scala (President of BBS; J&J)	2:00 – 2:05
Introduction to patient preference studies, IMI PREFER and ICH E22 guidance	Sheila Dickinson (Novartis, ICH E22 member)	2:05 – 2:30
Do we always need a new Patient Preference Study? Transferability of Patient Preference Information. Results of a systematic literature review on patient preference studies.	Michael Bui (University of Twente)	2:30 – 2:55
Regulatory and HTA perspectives on Patient Preference Studies	Tommi Tervonen (KIELO Research)	2:55 – 3:20
Break		3:20 – 3:30
Case study 1: Patient Benefit-Risk Trade-off Preferences for NDMM Treatment Options	Ellen Janssen (J&J)	3:30 – 3:55
Case study 2: PAUSE - PATient preference stUdy in inSomnia: implementing a preference study in a pivotal trial	Andrea Phillips-Beyer (Innovus Consulting Ltd)	3:55 – 4:20
How to make patient-centred approaches a reality?	Conny Berlin (Novartis, moderator), Laura Lee Johnson (FDA, ICH E22 member), Brett Hauber (Pfizer, ICH E22 member), Ellen Janssen (J&J, BIO PFDD Task Force Lead on Preference Studies)	4:20 – 5:00

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