

# Highlights

# Patient Perspective

Patty Spears

UNC Lineberger Comprehensive Cancer Center



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Information



Patient  
Engagement

# Context Matters

Timing



Audience



# Key Concepts

- Patients are people
- Give patients information at the time they need it.
- Words matter
- Patients at the center – not the trial
- Educate all patients about clinical trials

# Going Forward

- Implementation
- Who are the players that need this information – shared resources
- Patients as partners in clinical research
- Build relationships – talk and build trust
- Measurements of success – include patient centered measures - WIWI

