



FROM "STUDY SUBJECTS" TO "ACTIVE PARTICIPANTS OF HUMANITY-BASED RESEARCH"

Jennifer Fields, MPH

A Patient's Voice



TOPICS OF INTEREST

- Improving communication with patients regarding states of science, clinical trials, trial results
- Educating patients about the science behind their condition, facilitating informed decision making based on state of the science and available therapies

AMAZING RESEARCH....



Amazing Research
Ideas

Dedicated Scientists

Advanced
Therapies & Cure

THE SETUP....

I. The Process

- Research conducted by research institutions
- Research phase leads to many discoveries and is documented
- Patients informed through a small network of researcher-physicians
- Occasionally, an activated individual is able to consistently plug into several different sources for learning

THE SETUP....

II. The Challenges

- Communication Gaps: A tremendous amount of attention must be placed on the communication efforts of all scientific research behind various studies on all levels from pre-clinical trials to clinical trials and upon approved therapies.

THE SETUP....

III. The Resolution

- Informed patients back research
- Shift from “study subject” to “active participants of humanity-based research”
 - create an advocate and naturally-made human marketing capital
 - engage in their own research care
- Early Patient Engagement: creates a more trusting patient

THE SETUP....

IV. The Action Items

simply shifting focus.....

- utilize a liaison to create communications network between research science and the patients
- Leverage the knowledge of an individual who can understand the scientific jargon
- Deliver the message through constant communication and feedback
- Perform this on a continual basis and through a single trusted resource/platform.

THE RESULTS....

Engaged Patients: Move From "Study Subjects"
to "Active Participants of Humanity-Based
Research"





Thank You For All You Do!

Jennifer Fields, MPH

Patient Advocate

- Jennifer@thehillstandem.com