

# PEER

(Patient Expert Engagement Resource)



# Listening to the Patient - Every Step of the Way

Engaging with advocacy stakeholders helps us uncover insights that inform and inspire our work.

By continuing to infuse the patient advocate **voice and perspectives** in the discovery, development and delivery of innovative medicines, we're able to **affect change** and make a difference in patients' lives.



# PEER Facilitates End-to-End Advocacy Engagement

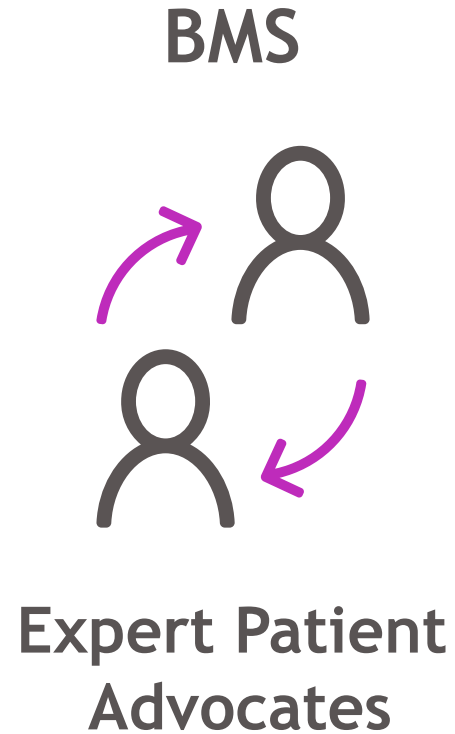
PEER aims to define and implement a systematic Patient Expert Engagement Resource that will be routinely embedded into BMS's drug development governance process

- Strategic initiative geared at implementing early advocacy across markets and therapeutic areas with a focus on systemic change across the enterprise
- Stake in the ground showing leadership and commitment to expert advocate engagement across BMS's drug development governance process
- Emphasis on expert advocate engagement (going beyond patient advocacy)

No pivotal trial will proceed without expert patient advocate input from March 2020

# Goals: engagement of patient experts

- Determine degree of patient advocate input
- Understand disease, treatment experience, and unmet needs
- Gain patient perspectives on PROs
- Test the details of study design
- Capture patients' clinical trial experience
- Identify treatment preferences and patient attitudes about risk/benefit
- Understand patient views on labeling and bringing product to market
- Gather patient stories about disease burden and trial experience



- Communicate advocacy strategy
- Inform clinical results
- Support recruitment efforts
- Communicate status/results of trials
- Communicate access challenges; collaborate on solutions
- Propose collaborative go-to-market initiatives
- Co-build communication strategies
- Continue engagement after product launch as needed