


# Virtual Boardroom

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 2nd February 2023, Thursday

 10:00 AM Eastern / 4:00 PM UK



## **IQVIA Patient Recruitment and Enablement Boardroom: Turning Insights to Patient-Centered Actions: Building the Expected Personalized Trial Experience**

Today's clinical research has adopted consumer-driven tactics to help expand the traditional site boundary and improve trial participation and engagement. With help from real world insights, technologies and solutions that operationalize recruitment and enablement goals, clinical trials can now be more accessible and representative of the population, which is a critical requirement to evaluating the efficacy of novel therapeutics.

To improve outcomes, clinical trials must be intentionally designed with the patient voice incorporated early into trial planning to help eliminate barriers and reduce burden for sites and participants. Our innovative approaches to study design and delivery enable sponsors to achieve a new level of patient engagement without compromising the trial process, and deliver their studies on time and budget. In this session, IQVIA Patient and Enablement Solutions invite you to share what patient-led initiatives and best practices your organization has adopted (or needs improvement on) that led to expanded clinical trial access.

### **During this Boardroom, we will:**

- ✓ Discuss how consumer-influenced trial designs incorporate patient voice to identify trial expectations and remove burden
- ✓ Explore key patient engagement approaches within the industry and define accessibility goals reflective of the community impacted that engage diverse and underserved populations
- ✓ Define a future process to achieve a new level of patient engagement without compromise so you can focus on developing life-changing therapies faster for those who need them most

### **SPEAKERS:**



**Ann Dokus**  
*Senior Director, Experience Optimization*  
Patient Centric Solutions and Decentralized Trials  
IQVIA



**Katie Shaw**  
*Senior Director*  
Global Patient & Site Solutions  
IQVIA

### **ABOUT IQVIA:**

**IQVIA (NYSE:IQV)** is a leading global provider of advanced analytics, technology solutions and clinical research services to the life sciences industry. IQVIA creates intelligent connections to deliver powerful insights with speed and agility — enabling customers to accelerate the clinical development and commercialization of innovative medical treatments that improve healthcare outcomes for patients. With approximately 82,000 employees, IQVIA conducts operations in more than 100 countries. Learn more at [www.iqvia.com](http://www.iqvia.com).