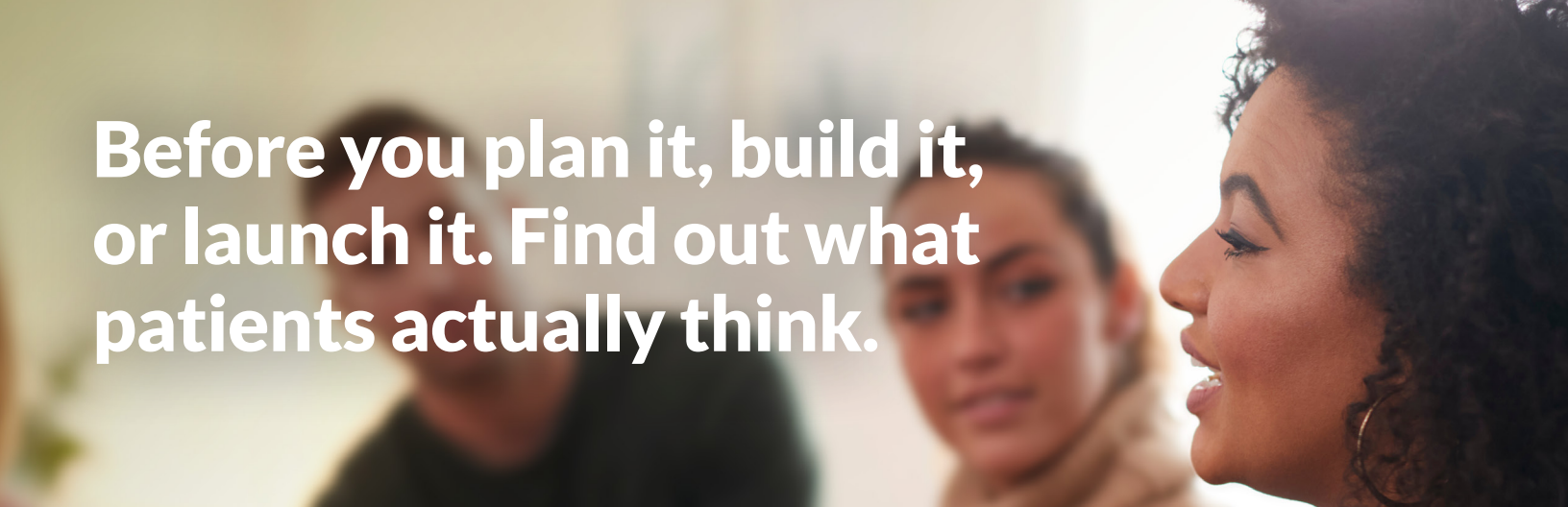




Before you plan it, build it, or launch it. Find out what patients actually think.

SnapshotSM

for Sponsors, Agencies & Digital Health



WHAT IT IS

The Patient View conducts SnapshotSM, a focused set of patient interviews designed to surface what your target population thinks before you commit to a direction.

Whether you are developing a brand plan, testing a message or concept, informing a Schedule of Activities, or preparing a pitch, Snapshot delivers real patient perspective in 7 to 14 days.

WHAT IT UNCOVERS

- How patients interpret your concept, message, or creative approach
- Whether the proposed Schedule of Activities is feasible and acceptable from a patient perspective
- Patient lexicon, what resonates and what raises concern
- Practical barriers and emotional considerations that may affect engagement
- Where clarity, support, or communication could strengthen response

WHAT YOU RECEIVE

- A discussion guide built specifically for your patient population and research objectives
- Final report deck with key patient themes, reactions, and patient verbatims
- Executive summary of key findings and implications
- Strategic implications and targeted recommendations
- A findings walkthrough with The Patient View team

WHY IT MATTERS

- Real patient perspective at the right moment changes what's possible.
- Snapshot surfaces patient perspective before decisions get made.
- Fast enough to fit inside a brand planning cycle, a protocol review window, or a pre-launch timeline.
- Real conversations with real patients. Authentic by design.

Following study award or project completion, Walk the ProtocolSM is available to take the work deeper into site readiness and patient preparation. Snapshot clients receive preferred pricing.

Timeline varies based on patient population. Rare and ultra-rare indications may require additional time. | www.the-patientview.com

Real patient perspective. Before the decisions that matter.