

Don't just promise
patient centricity.
Show it.

SnapshotSM for CROs



WHAT IT IS

Between proposal and bid defense, The Patient View conducts SnapshotSM — a focused set of patient interviews designed to surface what your target population thinks about the proposed study experience. Deliberately scoped for speed, delivered in 7 to 14 days, and built to strengthen your bid defense.

WHAT IT UNCOVERS

- Enrollment decision drivers and hesitation points
- Patient reaction to visit schedule, duration, and procedures
- Practical and logistical barriers that may affect participation
- Areas where communication or support may strengthen engagement and retention
- Real world burden perspective on the study experience

WHAT CROs RECEIVE

- RFP-ready language describing the patient insight engagement and planned findings presentation at bid defense
- A discussion guide built specifically for your patient population and research objectives
- Final report deck summarizing key patient themes
- Bid-defense ready slides designed for direct integration into your presentation

WHY IT MATTERS

- Most CROs promise patient centricity. Few can deliver patient insight before bid defense. Snapshot closes that gap.
- Snapshot turns patient centricity from a proposal claim into a bid defense deliverable.
- Early insight surfaces protocol friction before first patient in, reducing the risk of amendments and dropout.

Following study award, Walk the ProtocolSM is available to extend the engagement. Snapshot clients receive preferred pricing.

SnapshotSM is performed by The Patient View, LLC. | Timeline varies based on patient population. Rare and ultra-rare indications may require additional time. | www.the-patientview.com

Real patient perspective. Delivered in 7–14 days. Built for bid defense.