



The Patient View: Turning Patient Insights into Action

At The Patient View, we help organizations integrate real-world patient perspectives into clinical trials, patient support programs, and brand strategy—ensuring that every decision is informed by those who matter most.

What makes us different?

Firsthand experience. Our team includes healthcare professionals, caregivers, and patient advocates — individuals with direct experience navigating clinical trials and treatment decisions. This lived insight informs everything we do.

Research, Operational & Strategic Expertise. We bring decades of experience in patient research, pharmaceutical brand strategy, clinical development, patient services, and marketing. We know how to surface meaningful insights and how to apply them in ways that align with business goals, timelines, and compliance standards. Our work is led by industry pioneers who helped shape the field of patient insights long before it became standard practice.

Accelerated Impact. Traditional research cycles can take months. We deliver decision-ready insights in just weeks — helping teams move quickly without compromising quality or compliance.

Patient-Centered Research & Insights

- Conduct qualitative and quantitative research
 - Focus groups
 - In-depth interviews (IDI)
 - Surveys
 - Interactive workshops
- Identify barriers and motivators for clinical trial participation.
- Gather real-world patient experiences to inform protocol design and support programs.

Walk the ProtocolSM

Clinical trial protocol optimization.

- Our proprietary method will ensure study materials are clear, accessible, and patient-friendly.
- Evaluate patient burden and recommend strategies to improve adherence and retention.
- Provide insights on study design, recruitment challenges, and communication strategies.
- Develop patient-friendly trial materials that enhance understanding and engagement.

Contact us today to see what we can do for you.
info@the-patientview.com | www.the-patientview.com

Patient Support & Engagement

- Gather insights to help improve patient support programs, enhance adherence and long term treatment satisfaction.
- Evaluate patient experience touch points to optimize on-boarding and support.
- Strengthen communication strategies to ensure patients feel informed and empowered.

Brand Support & Market Acceleration

- Support brand planning with real-world patient perspectives.
- Conduct fast-turnaround research (6–8 weeks vs. traditional 6+ months) with patients currently on therapy.
- Identify adherence drivers and barriers to optimize retention and satisfaction.
- Helping brands refine their positioning, messaging, and patient engagement strategies based on real experiences.

Patient Advisory Boards

- From recruitment and setup to facilitation and strategy, we help organizations build effective boards that deliver sustained, actionable insights.

Community & Advocacy Engagement

- Develop strategies to engage patient advocacy groups and key community stakeholders.
- Build relationships with advocacy organizations to ensure authentic patient representation.

Patient-Centered Communication & Experience Design

- Translate patient insights into effective communication strategies and user experiences (UX).
- Refine messaging, materials, and digital assets so they resonate authentically with patients and caregivers.
- Test and validate brand concepts, campaigns, and support materials with patients to ensure impact before launch.
- Provide advisory input and updated concepts based on patient feedback to strengthen marketing and support initiatives.
- Guide organizations on integrating insights across communication strategies to build trust and credibility with patient communities.

Video Production & Patient Storytelling

- Full-service filming and editing of focus groups, IDIs, and patient interviews, creating professional, high-quality assets.
- Deliverables that can be used for internal training, stakeholder education, or external communications.

Who We Work With

- Pharmaceutical companies
- Biotechnology companies
- Clinical Research Organizations (CROs)
- Agencies & communications firms
- Hospitals & academic centers
- Healthcare organizations
- Patient advocacy groups
- HUB services companies

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